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Detroit, Mich.

WEEKLY BULLETIN

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Vol. 11 DETROIT, MICH. APRIL 6, 1937 No. 14

BALLY WHO'S WHO

A playlet in one act and a few gestures. Written and produced originally for The Michigan Society of Architects Convention in Detroit, March, 1932, by Clair W. Ditchy. Revived, rewritten and reproduced by Mr. William A. Corey and the Author, on the occasion of the Society's Twenty-third Annual Convention, Detroit, March 20, 1937.

PROLOGUE
(Broadcast from the wings.)

Good evening, my friends—and enemies;

You are about to witness a revival of a playlet which was written and produced during the depth of the depression.

At the behest of numerous friends who witnessed its premiere at the Book-Cadillac in 1932, the management is happy to present it again tonight for your entertainment. A word of explanation, however, we believe is necessary.

The playlet makes use of a device which Eugene O'Neill used with conspicuous success in his play "The Strange Interlude," namely, that of using "asides" which supplemented the normal conversation of the actors with an oral revelation of their thoughts.

In the present play, the device has been somewhat elaborated in that the actors speak their normal conversation in prose, but their thoughts are expressed in poetry. Most of the poetry is blank verse which of course gives you some idea of the profundity of their thought.

The play has been slightly altered to suit present conditions but many of the references, particularly the sad plight of the architect, will recall poignantly the situation of the architect in 1932.

The scene is laid in the office of Mr. Joseph Van Buren Zilch, Architect. The cast of characters is as follows:

Mr. Svens Svensen, a prospective client—William A. Corey, of The Producers' Council Club of Michigan.

Mr. Joseph Van Buren Zilch, Architect—Clair W. Ditchy of The Michigan Society of Architects.

HERE THEY ARE:

Architect (aside examining pencil):
2B or not 2B, it makes no difference.
2H with it! It's meaner thus to suffer
The gnawing pains and ravages of hunger
Than to take solace in this sea of bubbles
And by imbibing end them (Drinks) Ah!
(Growing drowsy).
To sleep and by that sleep to say we end
The headache and the grand of other cares
That flesh is heir to. 'Tis a consummation
Devoutly to be wished. To sleep, ah yes,
To sleep, perchance to dream, oi, there's the rub.
For in that downy sleep, death's couterfeit
What dreams may come to rob us of our peace
Must give us pause. There's the respect that makes
Calamity of slumber. For I know right well
I would not lightly tempt the fates capricious
By wallowing in the soothing charms of Morpheus
And thus held captive in this numbed condition
Be stalked and tortured by frim apparitions
Which in the flesh and I awake to meet them
Yet constitute a menace to my comfort.
These fawning and deceitful bill-collectors
Who now abuse my once-prized patronages
And daily seek me out for further torment.
Awake, in full possession of my senses
I still can match my withering wits against them

Architects' Luncheon

Tuesday, April 6—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCOT BLDG.

And pack them off, defeated in their mission.
But fettered in my deep sonorous slumbers
They take advantage of my helpless mercy
And threaten and assail me without mercy
Until I fall to gibbering and to twitching,
And bathed in frigid perspiration, waken,
A piteous ruin, whose trembling frame is crumbling
Scarce fit to even hope of restoration.
Ah, what would I not give if in my fancy
Upon some gentle swell of verdant pasture
Unblemished by the hoof or indiscretion
Of lowly kine, I quietly could pitch this
Unnerved bag of skin and bones that holds me
And fall into a deep and soothing slumber.
Methinks I would descry far in the distance
A band of merry revellers whose voices
Fall like sweet music on my tired eardrums
And beat reveille of hope and promise.
They come—by leaps and bounds! And now they spie me
And make straight down the fairway to my green. Oh

(Continued on Page 3)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.; Directors: Geo. Cruickshank, Walter Giesiking, Bert Haberkorn, Ray Spitzley, Vern Taylor Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500 **Edited by E. J. Brunner**

"BETWEEN THE TAKEOFFS"

Some years ago, there was an acute labor shortage in the trowell trades. Some contractors at that time back in 1921, 1923 would offer competitors men more money and thus get them to switch jobs. That did not do any contractor any good.

We may be faced with shortages in certain lines some of these days, and it will pay to remember that the above mentioned practice did not cure anyone's troubles. It, however, was a natural manifestation of the workings of the law of supply and demand.

* * * *

Talking about training apprentices will not train them. But we do have an idea about this which may work. When it works, we will not need to talk about it. That would be like talking about the big banquet the industry held March 19, the banquet which overtaxed the capacity of the entire ballroom floor of the Statler. Why talk about it?

Read an ad the other night which pictured a goat which is employed in a big stockyard to lead sheep to the slaughter. The big idea now about the apprenticeship problem is to train a goat.

* * * *

A reporter came in the other day and asked me if there was any news emanating from the Exchange. I told him there was plenty of good news material breaking from certain committees but that none of it was going to "eminate", at least from me.

And that is just what makes it difficult to write this bulletin. The Exchange is really doing quite a number of important things about certain present conditions, but there is nothing to publish about it.

By the way do you ever entertain the thought of how much the newspaper help racketeers by certain things they publish. Just as an illustration, during the Flint trouble the newspapers quoted in headlines statements of the sit downers that they would die before they would give up. What they really meant was that they would kill before they would give up. Yet the way the headlines printed it helped to glorify the "martyrs".

* * * *

Contractors maintain cordial relations with lumber companies and get lots of fine service thrown in. By the large neither could get along without the other. Yet from some little pee wee mill in the South a car of lumber is procured and set rolling. This is called a "transit car" because it is to be sold wherever it can be. It is the tramp of the lumber industry. A contractor buys one of these cars and saves some money. In the long run he does not save a nickel.

* * * *

A contractor gets in bit of a jam on a job because he bid it in so low that he was just bound to get into a jam. He tells the subs to help stand the gaff—or else. The only answer to this conundrum is this: "You cannot build or maintain a reputation which means a thing by such tactics."

* * * *

With the Supreme Court reversing itself on the minimum wage law it looks very much as if we would have such legislation in Michigan.

* * * *

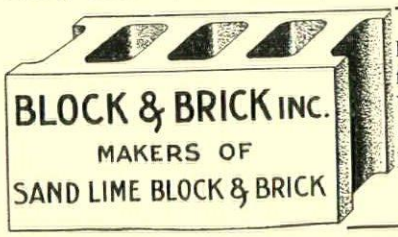
To the proponents of the proposed Michigan law for licensing contractors, an opponent would say and rightly; You cannot forestall the law of supply and demand by such legislation, but on the other hand you are asking the government to regulate your business for you. YOU ARE ASKING FOR IT."

* * * *

You may think the writer is prejudiced against licensing of contractors. The answer is, "You never can be sure".

* * * *

The Builders' and Traders' Exchange Information Bureau alone is worth belonging for.



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BALLY WHO'S WHO

(Continued from Page 1)

Never, never in more beauteous fashion
Did ball from impact of the iron or brassie
Cleave the clear air in fine trajectory.
I rise to greet this crew of happy creatures.
They circle me and holding hands they carol;
We are clients, bright and gay
We have come your debts to pay
We have money for your rent
We will pay you ten per cent
Draw our drawings at your ease
Draw our money as you please
We won't say what style to use
Follow any that you choose
Fear from us no interference
We don't care about the clearance
We don't care about the prices
We'll leave that to your devices
You'll be building, we'll be billed
And your trousers will be filled
With cash to get yourself a car
And buy yourself a good cigar
Make our structures neat not gaudy
Quite refined but never bawdy
Like some lewd and flashy wimming
Make them plain, give us the trimming.
(A sharp rap at the door as the last lines are sung. The architect shudders, emits a groan and assumes a belligerent attitude.)
(Aside) Back to my vomit
(Aloud) Come in!
(Client enters)

Client: (aside) I ain't never had much respect,
For dis guy dey call de architect;
I cannot for de life of me,
See vy such a man should be;
Accorded vid such great renoun,
To me he's a pencil pushing clown;
He wears a smock and strikes a pose,
But wat he tinks nobody knows;
Esk him somting he's supposed to know,
And he'll explain it dus and so;
He'll go to a great length to say,
Dat architects live from day to day;
Art is not a masquerade,
Architects are born never made;
Talent to just a few is given,
Inspirations all come from Heaven;
But A hav to come to see dis louse,
Because A want to build a house.

C: Vell, Mr. Architect, how are you?
A: I'm fine. How are you?
C: I'm well, thank you. Nice weather we're having.
A: Yes, indeed. If you like weather, this is it. How are you? How are the folks?
(Aside) I swear I never saw that face before
A stranger in the ranks. Some casualty
Has made an opening for a fresh recruit
They send a novice here to grapple with me
And thus add insult to their injury.
He's not a peddler, else he'd show his wares
And spout interminably of his productions.
Nor yet a spirit-vendor. I can tell.
I'll not be baffled long. I'll soon discover
And if what I suspect is really true
He'll nurse a broken fanny when he leaves here.
And that pronto.
But stay, methinks I'll toy
With him before we try conclusions.

A: What's the matter with your hair? It looks like a wig.
C: Vell it is a vig, but vat has dat to do vid de subject?
A: Is it? Doesn't look like it. Outside of that, your face looks familiar. Where have I met you before?
C: Vell, A don tink yuu ever hav. Dat is vare A hav da advantage of yuu. I know who yuu are and dat vill suffice for da moment. Yuu may like to know dat I vould like to know someting about yuu, your professional look out, your experience, your office practice, your training and your habits.
A: Oh, you are a reporter from the Broken Mirror. Sid down.

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Saturday 11 P. M.—Grace Bradley in "Larceny on the Air"
SUN.—MON.—TUES. APRIL 11—12—13
Burgess Meredith and Margo in "Winterset" plus Jean Arthur and George Brent in "More Than a Secretary"

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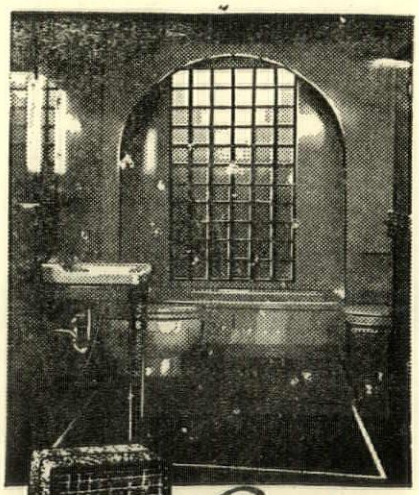
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(Aside) At last I crash the front page.

C: No, no, no, my gude man. I ain't been no reporter. A been interested in building and A cum to yuu to find out someting bout building. Some one he tell me yuu been member dat bunch of fellers da call Michigan Society of Architects, an if yuu been dat A tink A like to have your opinion. Now, Mr. Architect, do you tink dat every building dat man vant to build should have an architect, A mean one of yuu feller dat dream and make pictures?

A: Kind sir, you overwhelm me with your confidence. You touch upon a subject which bears my strongest convictions. No enterprise in building, no matter how great or insignificant, should be denied the benefit of proper architectural solution.

C: (Aside) Vell he speak vid great sincerity.
A tink he know his onions.
Vell, Mr. Architect, yuu make me tink dat A make mistake if A don hire Architect to help me plan my building. But da next ting is tu find da right one who vill understand my building. Ebery von he hav a different opinion bout tings. An von ting A like to know vy your society don like to make no free pictures of da yob before A hire my Architect. It is a old custom in every udder business. In my medicene chest at home A got camples of every kind of medicene to cure everyting from bunions to boil on da back of da neck. My gude vife she tak me to go to the grocery store vid her to buy some ting for our supper an ven ve git tru tasting dis an dat yumpin yimney ve are so damn full ve don vant no supper. An den my vife she often tak home samples of dresses from Ya L. Hudson Company and some times she vare dat dress to a funeral or to a bridge luncheon an den she tak dem back an she say, "Vell, my husband he no werry vell like dem dresses," an she git credit on my charge account. Now A tink ven a man is goin to build a building if he can hav about a dozen sketches made free by some architects, it make him feel pretty gude; ven his friends cum in in da evening, he can entertain dem by looking at dem an he can git a lot of gude suggestions from dem about da building. Yumpin yimney A tink it vould be much better gude time dan game of bridge.

A: I think that in the interests of good bridge, the practice should be condemned. You drive a car. When you buy a new car, do all the dealers give you free cars or free headlights and any part of the car free? No. You even pay for the free wheeling.

C: Yes, dat is true; but den yuu know dat dey useally tak dat customer for a ride.

A: I have often been tempted to do that very thing. But the point is this—

C: Vell, my gude man, save your words. A know yust wat your going to say. A yust pulling a little yoke. A yust vant to find out if you had a gude appreciation of your services. An if you didn't hav, vell A vould hav to agree vid you.
But now A come to a pretty ticklish part of my talk vid you. You hav pretty damn high ideas about your profession an yuu seem pretty damn loyal to your traditions an now A like to ask you some tings you don like very much to answer yet. A tink yuu been pretty gude feller and A hope you vill tell me da truth, da whole truth, an nothing but da truth an let da yips fall var an nothing but da truth an let da yips fall var some of your brudder architects. Vell, do you tink you can do dat?

A: (Aside) What gilded opportunity is this?
Restrain thy laughter. Thou willst spoil it all
But I could dance and shout in ecstasy
To think that for the moment I'm exalted
Placed on the bench in pomp and dignity
To pass my judgment on these lesser fry
Who oft have crossed my path to their advantage.
But I must be most careful in my role,
Lest I arouse suspicion. Hah! I have it!
I'll damn them with faint praise and innuendo
And let him draw his own conclusions.
Good!
My friend, this is a most extraordinary and delicate situation. You sort of place me in the middle. I do not even know your name and yet you ask me to exchange confidences with you of the

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most private nature. I hesitate to—well, you know there is such a th ng as ethics.

C: Oh, yas, I hear abo ethics var yuu don say to a man's face say behind his back. But you don tink omting wrong vid telling da truth? How can A find out about da architects if A d some people, an yuu should know ven you on of dem? Tell me, Mr. Architect, vat do nk of Albert Kahn?

A: (Aside) What! Must h up again to thwart me?

I thought that I had left years ago
But so involved am I in t dilemma
That I may find I still am rking for him.
How oft I punched that accu d clock at twilight
To register a finis on my sc board,
Mute testimony in pale bluish igures
That I that day had done my s ft of labor.
But oh far clearer is the memo
Of hastening in the chill of early orning
To reach the factory ere the nei hboring fire station
Had stricken eight upon the resound g gong.
Ah how I suffered pains of indigestion
From breakfasts bolted down in frenz d hurry
That I with egg congealing on my whis ers
Might reach that clock in time to save my bacon
O Omar, had you been there you'd have w itten
A verse that would still keep those men 'ries vibrant
"I sometimes think the ink is ne'er so red
As when some draftsman, lain too long abed,
Speeds to the office clock to punch in blue
Alas, too late. The red is there instead."

Oh, Albert is a very close friend of mine. I have always taken a great interest in him and his work. I worked with him for five years, helping him through many of his larger projects and when I left him, I felt that his success was assured. He hasn't disappointed me.

C: My, my, how interesting is dat. A often vondered how poor Albert Kahn got his start. Now maybe yuu like to tell me about H. J. M. Grills. A tink dey call him Max for short.

A: (Aside) Hoot mon, the cannie Scot is wi' us
O wad some powerful drappie gie us
The gift of mickle meerth to free us
From sair depression.
Gin we could a' hae gude employment
Then ilka mon wad ken enjoyment
In this profession.

Ah, yes, I know His Jovial Majesty Grylls, a most affable and genial fellow whose knowledge of Scotch has gotten him some fine distillery work.

C: Oh, yes, an now is der been a man dey call Malcomson?

A: Malcomson, Malcomson, let me think. Oh, yes, there is a young man by that name; he hasn't finished with his schoolwork yet. Quite a ladies' man. He has made somewhat of a reputation in women's dormitories.

C: Vell, don dat beat hell. An do yuu know a young man dey call George D. Mason?

A: A name synonymous with order, especially in reference to solid masonry in which, by degrees, he has attained great repute.

C: An now vat can you tell me about dat feller, Gus. O'Dell? Some von said he was gude like hell. "Vell," said I, "you can never tell. Everything don go by smell."

A: Oh, yes. As an architect, he makes a good Justice of the Peace. I'd call him a pretty fair judge of architecture.

C: Vell, I did not git much from dat. Now I heard about a nuuder fellow. Dey call him Marcus R. Burrowes.

A: Hah! The mighty centurion, whose stalwart frame and legionary bearing proclaim his ancestry. Marcus R., the R stands for R-elius. He'd look well in a toga. He descends from a great race of builders and comes by his vocation naturally. He has a good poker face, whose sphinx-like attributes indicate a strain of the Egyptian. Then too, he did a Greek theatre at Cranbrook, and is quite fond of Athenian cooking—he lunches over at the Greek's quite regularly.

(Continued on Page 8)

Ornamental Sand Blasting and Engraving
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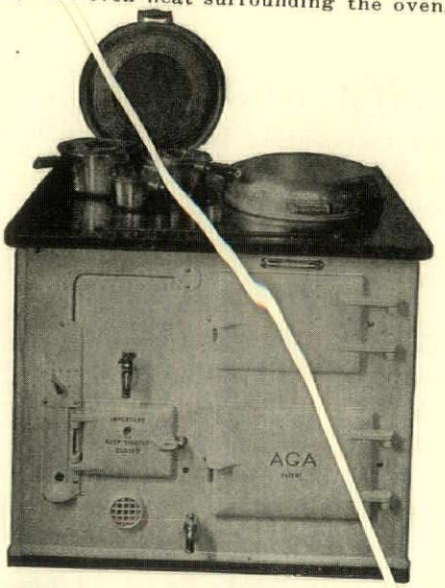

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ARCHITECTS' REPORTS

Chas. N. Agree, 1140 Book Tower, CA. 9263.—Preparing plans: Inspection Unit and Garage; Warren Ave., Dept. St. Rys., Detroit.

Addition to Garage and Inspection Unit, Schaefer Road for same.

Remodeling 1st and 2nd Fls. present Adm. Bldg., St. Jean and Shoemaker Aves. for same.

Line and Track Bldg., St. Jean Ave. for same.

Remodeling 2-sty. and bmt. store Bldg., Oakman and Grand River. Davidson Bros., Inc.—Owners.

Part 3 sty. and bmt. and part 2 sty. and bmt., Mercantile Bldg., Jos. Campau and Yemans Aves.

Remodeling of 2 sty and bmt. store Bldg., corner West Allegan and So. Washington Aves., Lansing.

Preliminary studies 1,500 seat theater cor. Harper and Lakewood Aves.

6 one story stores, bet. Archdale and Southfield.

Remodeling 2 sty. store bldg., Ypsilanti, Cunningham Drug Stores, Inc.

Same.—Contracts let: Palmer Park Theatre, Air Conditioning Refrigeration, American Refrigerating Company; Seats, American Seating Co.; Sign and Marquise, McNamara Sign Co.; Sound Equipment, Electrical Research Products, Inc.; Booth Equipment, National Theatre Supply Co.

Beverly Theatre, Excavating, Bruce Excavating Co.; Concrete Masonry, E. W. Thompson Cement Floor Co.; Masonry, Great Lakes Construction Co.; Metalon, Acme Metal Co.; Structural Steel and Misc'l Iron, Acorn Iron Works; Steel Joists—Carpentry, Abe Balbirer.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Plans for three projects for Board of Education, Ecorse, Mich. comprising add. to Manual Training Dept., also Implement Storage rooms, etc. Plans submitted to WPA. Work done under their regulations.

Same.—Prep. plans for school, Corral, Mich. One story, containing four class rooms. Face brick with maple floors, asphalt tile corridors, steam heat, composition roofing.

Same.—Bids on remodeling of theatre, Sandusky, 600 seats, about 60x110', new steam heating and air cooling system, new electrical wk. Entirely new interior. Closed.

Same.—Bids on remodeling theatre, Michigan Ave., Detroit, 100x90'. Metal front lobby, steam htg., air cooling, cement floors, new marquise. Close Mar. 30.

Same.—Prep. plans for 1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal,exterior—cinder block, interior.

Same.—Prep. plans for 400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Residence, Santa Maria Drive. Bids closed.

Same.—Residence, St. Clair Shores. Bids closed.

Same.—Plans for res. at Franklin, Mich. for Eugene A. Murphy. Completed about Mar. 30.

Same.—Prep. plans for Auditorium for Dr. Frank J. Norris, 14th and Marquette.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Plans for residence, Provencal Road. Ready about April 1.

Same.—Preparing plans for residence, Cloverly Road, G. P. Farms.

Same.—Taking fig. on Alt. and Add. to Res. for Ledyard Mitchell, Ridge Road, G. P. F. beginning April 2.

Diehl, Geo., 120 Madison, CH. 7268.—Drawings for alteration to Sufferin's Store being prepared.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans on following: Two sty. & bmt. reinf. con. bottling plant, local concern. 60,000 sq. ft.

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Same.—Taking bids on following: Revised figures, air conditioning, new offices, Square D Co. Revised figures, pile foundations, 4 sty. balcony, Dearborn plant, Ford Motor Co.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030. —Preparing sketches for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Preparing sketches for St. Vincent Orphanage, Brighton, Mich.

Same.—Preparing sketches for bottling works for Schmidt Brewing Co.

Same.—Prep. preliminary drawings for new bottling works plant. Alteration and add. to cellars for Jackson Brewing Corp., Cincinnati, O.

Same.—Prep. drawings for empty case storage warehouse for Goebel Brewing Co., Rivard and Emerson.

Same.—Prep. preliminary drawings for modern factory and air conditioned office building 200x250 for Evans Products Co., Detroit.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030., **E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers,** 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Preparing plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction.

Haughey, Harvey J., 112 Madison, RA. 1047.—Residence, Redford, Mich. Brick veneer, air conditioning. Taking fig. by invitation.

Same.—Plans for six stores completed about April 7.

Same.—Plans for country home, Northville, Mich. completed.

Herman & Simons, 710 Owen Bldg., RA. 8788. —Bids closed on Res., Lincoln Park.

Same.—Preparing sketches on two residences, Sherwood Forest.

Same.—Preparing working drawings for theatre.

Same.—Residence, Grosse Ile. Bids closed.

Same.—Preparing plans for Bushnell Congregational Church.

Hughes, Talmage C., 120 Madison, CH. 7660.—Gen. cont. on res. for Miss Mary O'Leary at Charlevoix, Mich. let to Schultz Constr. Co.

Same.—Heating on res. for J. D. Atkinson, Royal Oak let to Ford Air.

Same.—Ready for figures, res. for Dr. Leland Carter, Windmill Pointe—Sub-contracts.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Fig. on res., Longacre Ave. for R. G. Guenther closed.

Same.—Figures on store and office building, East Jefferson Ave. Macotta front and sides. Two stories. Closed.

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Same.—Fig. on Recreation Bldg. bet. Puritan and Wark closed.

Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Residence for Geo. Gaston. Contract let to Walter Trowell.

Same.—Plans for residence for E. B. Sappington completed.

Merritt & Cole., 1111 Collingwood, LO. 2483.—Plans for Covenant Lutheran Church, Buena Vista and Sorrento, ready about May 1.

Same.—Alt. to Holy Trinity Lutheran Church, Warren Ave. to cost about $20,000.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828. —Plans for res. for Mr. Mayer completed.

Same.—Fig. on Spray Deck closed.

Mueller, G. A., 1346 Broadway., RA. 3763.—Preparing plans for alteration to four-story brew house. Alt. to one 4 story cellars. Location—Ohio.

Same.—Brick veneer residence 24'x35', double stall garage. Plans ready about April 1.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—Alteration to Hotel Statler. Bids closed.

Sarvis, Lewis J., Battle Creek, Mich.—Taking bids, summer health camp building for the W. K. Kellogg Foundation, cost $40,000.00. 16 cottages, 1 wash house building, 1 administration building.

Same.—Taking bids, Garage and Shop Building for school at Middleville, Mich., cost $25,000.00.

Same.—Alt. to offices, Norge Corp. Bids closed.

Same.—Prep. plans for factory add. Owner withheld.

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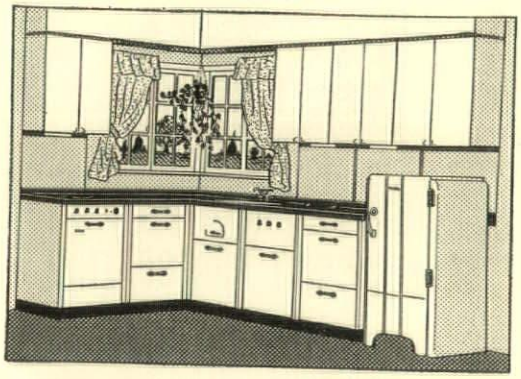

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Weemhoff & Steketee, 621-622 Murray Bldg., Grand Rapids.—Factory addition, Metal Office Furniture Co. Crating factory 33'x50', brick and steel. Lumber Storage Shed 70'x42'. Mill construction. Plans out for bids.

Same.—New boiler room, smoke stack, treating plant and other alterations for the J. C. Miller Co., Grand Rapids, Mich. Plans out for bids.

Same.—Taking figures on 24'x35' brick veneer residence, 2 stall garage. Mr. and Mrs. F. D. Pace, Gr. Rapids, Mich.

Same.—Preparing plans: Remodeling residence, located at Lake Odessa, Mich.

Cape Cod Colonial residence located at Wyoming Park, Mich.

First 6 (six) of a group of suburban dwellings, Grand Rapids. Ready for bids about May 1.

Wetzel B. C. & Co., 2317 Dime Bk. Bldg. CA. 4941. —Addition to school, Baroda Mich. PWA project. Figures closed.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Two res., Flint, Mich. Owners—R. P. Lewis and Dr. Morissey. Bids closed.

Same.—Res. for J. R. Heatley, Courville Ave. Being revised.

Same.—Add. to Dining Rm., Curtis Bldg. ready for fig. about April 8.

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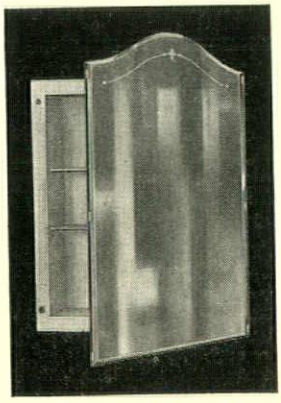

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BALLY WHO'S WHO

(Continued from Page 5)

C: I hear dat dis here Burrowes he like Scotch pretty much—in fact, A heard dat all you architects like Scotch; maybe dat accounts for some of da funny buildings A see. A don know much about styles.

A: No, but you probably know plenty about the brands.

C: Vell, you know A like to hav some information about Alvin Harley. A tank he been a Swede.

A: He is one of our oldest practitioners, a man grown gray in the service, a man given to sober reflection, moody, and much engrossed in memories. He used to specialize in large, monumental terminal warehouses. I remember one he called White Chapel. Also, in his lighter moments, he has spent much time and effort in the interests of Palestine. Very active, has something brewing all the time.

C: Yuu hav another albino in your crowd—somehow A can't tink of his name.

A: Oh yes, Richard H. Marr, who in spite of his name is really quite faultless. Gentlemen may prefer blondes but ladies prefer albinos, and Dick is at his best where he meets the ladies—in residences, especially in large residences. Why, he has even aimed at housing the whole architectural profession.

C: Oh, yes, A hear dat. A tank Sukert was in dat architect's building vunce.

A: Yes, he used to be housed there. Now he is trying to house everybody else. He doesn't say "Hello" any more. He just says, "How's everybody?" In the M. S. A. he used to occupy the chair.

C: Yumpin yimney! dat vould burn him up. But say, ain't yuu got a feller named Yeorge Hass in your Mich. Society of Architects?

A: Ah, yes. Poor George. He has tried everything. His motto is, "I'll try one of those." He used to be a prominent member. He used to be president, he used to be mayor (that was before he came to this country), he used to be chief-of-police, he used to be good looking (that was when he wore a mustache).

C: And dat feller, Valter Lentz, it seems to me A hear dat he vas one time da president.

A: Oh, yes. Everybody was very enthusiastic under his administration. It was always "Lentz do this" or "Lentz do that" and Lentz always did it.

C: An oh, yes, what about dat Swede Sorensen? Or did some one say he ain't no Swede, he is a Dane? Vell, it don't matter much, dar ain't much difference out side.

A: A most illustrious chap, regarded by the Board of Education as the choicest gift of Providence to the architectural profession, not to be con-

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fused with lesser lights engaged in low industrial enterprise hereabouts.

C: And dar is dat feller Thornton, A heard about him.

A: Yes, indeed. How I envy him. He is with the Detroit Edison. His job is well ENDOWED.

C: Oh, yes, how about dat skinny feller da call Talmage? See Hughes yumpin yimney he been tin.

A: Hughes is a very likable chap, but very talkative. He has so much to say that he had to start a magazine to make sure that he tells everything he knows, sort of a Hughes-who for the profession hereabouts. He has been running this magazine for years and hasn't talked himself out yet. Now and then he uncorsks some good stuff.

C: Oh, he does? Vell, vell. Vat's his room number?

A: Oh, he is such a stagedoor Johnnie that he has his office over a theatre.

C: Is dat so? Vell, what does he do going around vid dat feller, Andy Morison? Who is he und how did he loose his hair?

A: Morison—why he is the President of the M.S.A. He is such a tight Scotchman they say he has not spent a cent of his salary as President. Andy Morison is sometimes confused with Andy Mellon. You see, they both had the same hobby, getting other people's money. Andy was treasurer of the Society, an office where his Scotch thrift was a valuable asset. I am told that his thrifty traits have helped him considerably in his church work, where he has given many good tips on how to handle a collection-plate to advantage.

C: An say, dis guy, Roger Allen, vat kind of a feller is he ban? Some one tell me he ban Chief Fog Mate in da Navy. He look like dat.

A: Yes, Roger Allen. He is usually at sea. He's another one of these architects with a newspaper complex. It's Chronicle with him. I wouldn't dare say much about him.

C: Dey must hav some pretty long guys in Grand Rapids. A hear he built a bath-house 200 feet long. Dese noos paper men dey do git da dirt. Wat yuu know about dat guy Frank Wright? Vy do he let his hair grow so darn long?

A: That's because he never went to college—I mean the Barbers' College. He's the man who neglected to copyright his name, and another fellow sneaked in and stole all his thunder.

C: Vell, now ain't dat too bad. Do you tink dey shot the wrong Wright? Vat do you know about a funny Swede dey call Cornelius Gabler?

A: He designed this building.

C: Vell, is dat so? Vell, it ain't so damn gude. Do you know a guy from Saginaw dat's got a name someting like ants in your pants?

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A: An architect named Robert Frantz
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Said he, "No offense
To consider the Spence
For my chantz I wantz to enhantz."

C: My, my, vat a poet yuu are! Maybe yuu could say a little more?

A: Oh, surely, listen to this:
An architect, Gamber by name,
With ambition his soul was aflame,
Said, "Oh, what a joy,
All my time to employ
In promoting this architect's game."
"Of course in the office I'll work,
My duties there I'll never shirk.
We'll build any barracks
With the fine aid of Derricks.
We'll pull off the job with a jerk."

C: Val, I bane poet too. Listen to dis van:
Vell, A tink dat vill be enough for one time. Do yuu know a Swede architect by da name of Heenan in Pontiac? A tink his fadder vas born in Ireland, but he mus be a Swede cause he is so damn big.

A: No, my good man, he is not a Swede. He is just a wild Indian. He has some of Pontiac's blood in his veins. Keep him away from the fire water.

C: Ya, I see him und a fella named Diehl do some war dances one time. Is dis fella Diehl an Indian too?

A: No, he is a German that goes around picking off all the Irish work. A raw deal, I call it.

C: A heard about a feller his name is Rowland and some one say he hav been gude architect, but he don't hav much to say.

A: Yes, yes, he is associated with Gus O'Dell. The other day I strolled in'o their office and was engaged in friendly conversation when a fire-engine went tearing by. With that, Wirt jumped up, clapped on his hat and rushed out. I waited about an hour and was just about to leave, when Wirt came puffing in, all out of breath. He sank down in his chair and murmured, "I am sorry to have kept you waiting so long. It was a larger fire than I anticipated. Three places burned. We got two of them, but Al Herman beat us out on the third. I guess I'll have to take another course at Sidney Hill's." I could tell you plenty more about him, but I'd rather not.

C: Vall, maybe he could tal plenty bout yuu too. Now A like to know someting about yuu. Do yuu tink dat your experience has been extensive enough so yuu could tackle my yob and give me gude results for my money? Or do you tink A should git some odder architect to hendle my building who is a specialist for dat particular building which A hav in mind?

A: My dear sir, my years of experience have covered every type of building and every type of construction, from the simplest to the most complex. I started in practice in a very modest way and my early commissions were small and unpretentious buildings but I brought to them the same sincerity and lavish thought which I since have expended on mammoth undertakings. I remember well my first client. You no doubt have heard of him. His name was Chick Sales. Well, Chick and I would be closeted together for days without any results worth mentioning. Then finally after great effort and study we achieved the ideal design. I felt, however, that my future lay in other circles and left Chick to specialize in his. But from that humble beginning, I have traveled onward and upward until today, I feel that I can conscientiously say there is not a type of structure ever reared by man that I am not familiar with. Now what can I do for you?

C: Val, A want tu build a tree Holer yust like dis one.

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SMALL HOUSE PLANNING CONFERENCES

By Miles Colean, A. I. A., Technical Director, F. H. A.

The architectural profession will be interested to learn of the small house planning conferences now being held in various cities throughout the United States by the Federal Housing Administration.

The purpose of these conferences is to demonstrate to the building industry how to provide adequate, well-planned and attractively designed small houses at prices which the great mass of the low income groups can afford to pay. Until recently the architects and home builders have neglected to give this problem the serious, intelligent thought it deserves, with the result that blighted areas have steadily increased in every city to the detriment of real estate values.

The conferences are being conducted by Howard Leland Smith, a member of The American Institute of Architects, and Chief Architect of the Technical Division of the Federal Housing Administration at Washington, D. C.

By means of charts, motion pictures and sketches, the audiences are shown what is being done in the way of building small houses in various parts of the country; how attractive communities are being developed to insure the greatest resistance to blight; what factors constitute livability and privacy in a property; what principles in planning must be followed to construct small houses economically; how to avoid monotony in group housing by varying the exterior design when the same unit plan is used repeatedly; and what methods of construction tend to insure durability.

Many other phases of building small houses are also discussed and illustrated, among which are efficiency in production, breakdown costs, and selling methods.

In these conferences much stress is laid on the need for the architect's services, not only for the purpose of obtaining good plans but also to provide the necessary supervision during construction to insure compliance with all requirements in the plans and specifications. Through education and specialized training the architect is best fitted to solve the many difficult problems presented in this small house field.

The conferences already held have proved the builders will seek the services of architects for small houses when the value of their services is clearly demonstrated. All inquiries made at the conferences regarding architectural services are referred to the local chapters of The Institute so that they may recommend such members as they think best qualified to handle the particular problem.

The Federal Housing Administration is desirous of having the sponsorship and cooperation of all Institute chapters wherever these conferences are held. It is seldom that the architectural profession is afforded such an opportunity of having the value of its services brought so forcibly to the attention of the building industry. It is hoped that every member of The Institute will support this worthy program and that the local chapters will not only sponsor but also take an active part in these conferences.—**The Octagon.**

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BUILDERS BOW TO CHILDREN OF BUYERS

Wise men in the building field have learned that it is good sales psychology to recognize the fact that the boy must have a place in the house and so must his sister. Little folk are very important, and negotiations for the purchase of a house are known to have been ended when the junior of the family has expressed displeasure.

This interesting angle of sales psychology has not escaped some builders. They long have recognized the fact that young people must have a place in the home and that the builder should see that they have it from the outset rather than let nooks be developed later.

The story is told of one builder who has studied the eccentricities of the boy and the girl. They have ideas about where their rooms should be located and he has planned his houses so that these notions are respected. He has gone farther than this. He has had prepared a number of frames to fit closely against the walls of rooms set aside for junior folks. On these he has draped wall coverings. For instance, on the frames selected for the young girl's room may be hung pastel-tinted materials, or it may be a floral design or some other decoration, depending on the architectural character of the house. The materials—tapestry or wall paper—are quickly adjusted to the frames which makes it possible for the decorative scheme of the room to be changed several times within as many minutes.

In the boys' rooms he has hung scenes showing ancient frigates running before the wind; a hunting scene; a glen with a babbling brook, or winter sports. The story, whatever it may be, is carried around the four sides of the rooms.

The builder has learned that boys like ships and compasses and things of that sort. For this reason he usually shows the ancient ships of war, booming along under straining canvas. The covering on the floor shows a compass which he has made sure is correctly oriented. This invariably makes a lasting impression on the boy. He is keenly interested in the fact that the entrance to his room is directly north. These little things, minor after all, the builder admits, have won buyers for his houses. He has discovered that parents are eager to have their children happy in their home. It also has been found that decorations planned for the juniors of the family interest greatly the adults.

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Two Summer courses in real estate appraisal will be given at Columbia University under the auspices of the School of Business of the university and the American Institute of Real Estate Appraisers of the National Association of Real Estate Boards.

The first course from June 7 to 19 will offer a general groundwork in fundamental valuation principles applicable to all classes of real estate and the proper procedure in the appraisal of residential properties. The second course, from June 21 to July 3 will offer practical training in the appraisal of typical small income-properties.

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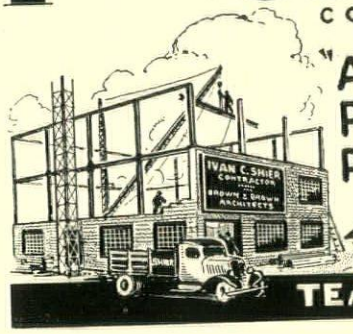

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AN ARCHITECTURAL TOUR TO EUROPE

Ralph W. Hammett, Associate Professor of Architecture

Released by the UNIVERSITY OF MICHIGAN—BROADCASTING SERVICE—(OVER WJR)

People travel for a great variety of reasons, but they generally have to convince themselves that foreign travel is necessary for more reasons than just a vacation, in order to afford the time and money. Of course, it is being done, the Joneses went last year, and a variety of petty considerations sweep into the list of reasons; but the Jonesses did see a lot, and to go to Europe is to supply oneself with a great deal of history, literature and various kinds of culture by the night-life of Paris, for foreign food, or for foreign shopping. Some seem to make their entire trip a session of wining and dining. But that is their loss, for Europe offers much more to the person who is interested in his fellow man. Just by seeing and appreciating the architectural monuments alone is the tourist able to see the whole panorama of history spread out before him. Really it can become a wonderful game, this seeing of people and their respective civilizations march by in the pageant of time: here the church of William the Conqueror, at another place the palace of Augustus, in England Shakespeare's house and the castle where Elizabeth was entertained. How better can one understand the lives of these people than coupling the written account with the visual architectural record? Each architectural monument throws a spotlight on the life of the time, whether ancient, medieval, or moderns; so let's go to Europe, let's see for ourselves, and let's start with Greece.

We'll go directly to Athens and see the ancient Acropolis with temples of cream Pentellic Marble. We find that the Parthenon is not a very large building and not particularly wonderful from the standpoint of construction; but it is a building that even today in its ruined condition is charmingly beautiful We ask what it was that the Greeks had that we haven't? What was that civilization of Athens that so nearly aproached Utopia? We can realize by studying the Parthenon that its subtle form is more than just columns and beams. Of course this temple was built and dedicated to Athens, the goddess of Wisdom, but it is evident to even the casual observer that the people who built it must have been a people of wisdom and perfection; and they were. They believed in the perfection of mind and body. Succeeding civilizations have often tried to imitate Greek architecture by religiously copying it line for line. But those copies have always failed. They always lack "It", for which they say the Greeks had a name. So to see the architectural works of Greece, it should never be with the idea of copying, but to understand a little better the reasons for their being. Remember they are everlastingly tied with the ideals of Pericles, the statesman; Itkinos, the architect; Phid-

(Continued on Page 3)

Architects' Luncheon

Tuesday, April 13—12:15 P. M.

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439 Penobscot Bldg., RAndolph 5500 — Edited by E. J. Brunner

"BETWEEN THE TAKEOFFS"

The Chrysler settlement is not in contravention to the American Plan of Employment. Chrysler is not a closed shop. But there has been "union penetration." The workers themselves have not gained by the strike—each one has lost some pay. But from now on and for a considerable time, the union will build. It will build on its power to bargain. Some men will not join, but they will get just as good a bargain.

* * *

Labor unions suffer one trouble and en ertain one vice in common with most associations of employers. The trouble—many members cannot see anything for their dues unless there is action and plenty of it. The vice is that the association or the union senses that action no matter if half cocked or ill advised will attract more paying members than sensible non-action. On the surface action is always impressive. You can see it. It is harder to educate members to the fact that being banded together without some jack-in-the-box action is sometimes the more effective.

* * *

Sometimes a group of men meet together to try to find a way to fend off trouble and act exactly like the small boy whose mother told him she would spank him if he got his feet wet. He was separated from home by a sizeable shallow puddle and saw a rainstorm—real dark—approaching. His mind clicked like this: "If I don't get home right quick, I am going to get my feet wet." And so he ran right through the whole puddle to get home quick.

* * *

The American Plan of Employment for the construction industry of Detroit must be maintained. It is decidedly worth fighting for BY THE FAR SEEING TRADESMAN as well as by the employers.

The bill to license residential building contractors is at present reposing in committee in Lansing. The Legislative Committee of the Builders' and Traders' Exchange held a hearing on this proposed law on March 25.

* * *

The Buyers' Guide, published by the Builders' and Traders' Exchange, will be in circulation presently now. The book is a classified listing of the products and services of members and is in good demand. The circulation is 3000. It goes to plant managers, and building managers, banks, and real estate holding companies besides to all in the industry.

* * *

Contractor came in the office the other day with an idea which I told him to copyright and send to Washington. The idea was this: In 1930 the government should have loaned to cities sums of money to be used in acquiring lands and building individual low cost houses with the stipula ion that the cities have them built by contractors on competitive bidding either for individual jobs or small groups.

Then the idea went on that these be held until the demand set in—then sold for enough to pay back the loan and costs. That would have been great for the construction industry back in 1930, and at that time really low cost homes could have been built.

The idea may not be entirely sound, and then again it may. I have listened or read about far less sound ideas.

* * *

As things are we are faced with shortage of the low cost homes and costs of construction are on the "up."

* * *

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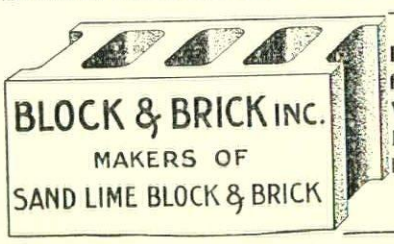

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AN ARCHITECTURAL TOUR OF EUROPE

(Continued from Page 1)

ias, the sculptor; Plato and Socrates, the philosophers. You will understand the discussions of the soul by Socrates much better if you have seen the Parthenon.

And to understand the Roman ideal, one must see the remains of Roman architecture: the forum, more temples, the remains of the Colosseum, vast circuses, bath establishments, gorgeous palaces and great basilicas. To appreciate and understand that civilization, you must recreate from those majestic ruins the Rome of the Caesars. How different from the Greek; for though he tried to appreciate Greek forms and Greek culture, we see the true Roman come through; hardboiled, cruel, swaggering, not the least bit subtle, great engineers, usually practical, overly decorated, lazy, often decadent, drunken and extravagant. I suppose some of you are saying that I must be overstating my point and are asking how I can prove all their personal characteristics from their architecture. My only reply is to go, see and study for yourselves; it's not a deep study, it's a game. The grandeur that was Rome of the Caesars can easily be recreated. See the Legions threading the triumphal arches and escorting the captive slaves, see the crowds viewing a fight to the death in the Colosseum or a great ten-day display in one of the Circuses where the entertainment will be made up of chariot races, sham battles, and the destruction of at least five hundred men and beasts. Walk through the basilica of Julius Caesar and see where the floor has been worn smooth with dice throwing by some of the men-about-town of that day, or visit the great public Baths of Diocletian where three thousand bathers could splash and swim at one time. Oh Rome, you were great, you were magnificent, but also, you were cruel and decadent; even the ages intervening have not softened your reputation, it all shows through in your architecture.

After Rome of the Caesars came Rome of the early Christians, and you immediately ask, "Did the Roman change when he changed his religion?"

Yes, if you do not believe it, see St. Paul's, St. Mary in Cosmedin, St. Clement, and others. They are brick, modest structures on the outside, in fact the Roman seemed to almost bend over backwards in his reversion from the former outward display of the Pagan temple. The early Christian Church was often barnlike in exterior appearance. But the inside was decorated and beautiful, planned for a ritual that was probably adopted long before Constantine. We find these churches being used today. They tell the story. Christianity was more than for the wealthy; for with the exception of only four Imperial Churches built by decree of Constantine, all the other churches were built by the poor and lowly. Rome went into final bankruptcy about the year 400. The court and most of the wealthy families had moved to Constantinople in 330 within fifteen years after Christianity was declared the state religion. No wonder most of the early Christian churches appear poor and impoverished. These Romans were left with a great shell of a city that their fading Empire refused further to keep up. The Colosseum, baths and circuses were closed, pestilence swept the city. In hours of trouble and need people always turn to religion, and we can see that turn in Rome in the years 400 to 700. Poor, deserted Romans forced into being humble, but in the interior colonades of the churches and in the wall decorations of the apse, recalling some of the proud beauty that once belonged to Rome.

I've said that the capital was moved to Constantinople from Rome in 330. What about the architecture there? Rome moved to Byzantium, and within two hundred years we find the inevitable had happened, the Romans in this part of the world had become quite different in their tastes and culture. They were almost oriental. We see the church of Sancta Sophia, built by the Roman Emperor Justinian in the early Sixth Century. It's a great domical structure more oriental than occidental in appearance as well as method of construction; it was the grand monument of an Eastern Caesar. East merged with West in Constantinople. We call the architecture Byzantine.

During the dark ages as we might surmise, there was very little building. Scour as we will the centuries from 700 to1100, they have very little to offer. There are a few insignificant remains, crude

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churches, crude walls and a tower or two, but by seeing these examples (usually termed Carolingian) the architectural tourist will be impressed with how much the civilization had slipped during this era. The sparks were kept alive in Constantinople and in Rome, but we know from written history that the upward swing did not start until about 1000. In architecture, we find very little to impress us until 1075 or 1100. But when it did start, how interesting! Here was a new civilization, somewhat hybrid in form, an intermixture of Byzantine and Roman. Its architecture was also hybrid, as well as its literature and minor arts—some were from Rome, some from Constantinople. But the interesting part is that most architectural monuments were churches. We may find an occasional castle to remind us that this was the day of feudal lords and barons, but there were no civic buildings, no circuses, no law courts. Churches were built at all important cross roads from the Holy Land to England. It was the day of the Crusades, when hundreds of thousands of people took up scythes and swords, and followed knight, priest and king into the Holy Land. These churches, better than the written book, tell us of Peter the Hermit, Richard the Lion-Hearted, of wandering pilgrim or chivalrous knight. It was a period of awakening; the architecture shows experimentation in structural forms, shows a people with great religious zeal but not sure how best to express it. From the great Norman churches of England to Santiago de Compostello in Spain, or the Cathedral of Worms in the Rhineland to Monreal in Sicily, we see the buildings reaching out and up, striving for more light in the interiors, more height, but hampered by round-arched structural problems that for a century seemed unsolvable. Then the solution was found; the pointed vault with the flying buttress was discovered, which would allow churches to reach up almost unhampered. The great Gothic of the Thirteenth Century was the result.

Cathedral architecture, the Gothic! See it in Paris, Amiens, Chartres, or Rheims of France; Litchfield, Salisbury, Westminster, Lincoln, or Wells of England; see it in Belgium, Germany, Spain, or Italy. How wonderful was the church in those days! What a place it had in the lives of the people! Verily, it was the people. It came with the beginnings of the town as the trading center and embodied the civic life. It developed at the time that education was all in the hands of the church, before the time of printing, and the cathedral was the illuminated story book of the community. Here the stained glass and sculpture illustrated the Bible stories and summed up every phase of history and philosophy for the people. Think of it, the north portal of Chartres Cathedral alone has over four hundred sculptored figures, illustrating the Book of Revelations, and every cathedral is peopled with scenes of the Last Judgment, the Coronation of the Virgin, and Christ with the Apostles. Enjoy this architecture. Why, it is my belief that a person might be a rank atheist, yet it would be impossible for him not to be impressed: the grandeur, yet at the same time the intimate mystical effect, the color of the glass, just so with the sculpture. Truly the church was powerful; look at that vaulting one hundred forty feet high as an average; see those spires and towers. Think of it, the tower of Beauvais, that fell in 1581, was five hundred and twenty-five feet high, the equal of a fifty-storied office building.

The Fourteenth and Fifteenth Centuries continued the medieval spirit, though we see a decline in the religious motive. More secular buildings were built; castles became more ornate; city halls appeared on the scene; the town secured charters from the king and feudal lords. In Belgium, guild halls came into the picture with pompous lordly buildings, and in Spain the exchange or bank was built in important trading centers. Trade was coming into its own. Also, education was being formalized, and colleges were built from England to Spain and Italy. Of course, with such large monuments as the Cathedrals of Seville and Milan, we can see that the church was still very strong. Nevertheless, it is also quite apparent that its great day had passed, for no longer were the churches such profound structures as those of the Thirteenth Centry. Interest was divided, and our interest is divided.

Constantinople fell to the Tuks in 1453, and great libraries of ancient Greek philosophy and mythology were transferred to Italy and the rest of Europe. Columbus discovered America in 1492, and Ferdinand and Isabella became wealthy Grand Monarchs. They started a race that inspired Elizabeth of England and the Louis' of France. Many were the causes for the upheaval of the Sixteenth Century, generally called the Renaissance, and many were the changes that took place. Kings were supreme, and the church had been so subjected to worldliness that chapels

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(Note the one at Versailles) often appear more like ballrooms than places of Christian worship. Western Europe had become wealthy and gorgeous and softened. Study Versailles and see the decadence of court life; compare the armored knights of the Crusades with the satin-trousered, perfume beribboned dukes of Louis Fifteenth's time. See Charles V's monastic retreat, known as the Escorial, in Spain—gorgeous no end. Compare it with any of the monasteries of medieval times. Don't tell me that architectural monuments do not tell tales on the people that build them. The Renaissance was a period of great art, but also it was a period of cheating, intrigues, and poisonings. This was the age of Leonardo da Vinci, Raphael, and Michael Angelo. It was an age of great progress, but characterized not by the church, but by Popes, Kings, and Parliaments. Most architecture was based on Roman, just as the people were enthusiastic over study of the life of Classic Rome. Even the Vatican began to collect and preserve Classic art and the snappy stories of Paris, Shakespeare's London, or Florence, Italy, were usually gleaned from Greek mythology about Europa, Venus, or Leda. And all art and architecture became the property only of the privileged few. Even St. Peter's in Rome does not appear to have been built for the people, but for a grand Papal Court and the dsiplay of its regalia. See the Vatican gardens, see the palaces of the Kings of Naples at Caserta, see the Louvre, Versailles, and the Luxembourg. No wonder the French people finally revolted and caused the great Revolution. The story can be seen in its buildings.

In the Nineteenth Century, architecture picks out those periods of recession when progress was retarded. Napoleon was master of one of those periods when he, in his zeal to recreate Rome and to be another Caesar, tried to imitate the Empire of the Caesars, their customs and art. He built triumphal arches for the Grand Armee; the column in the Place Vendome was inspired and all but copied from Trajan's column; and he built a great Roman Temple for the Grand Armee, now known as the Church of the Madeleine in Paris. It doesn't take much imagination to see what Napoleon was thinking about, even if you had not read his biography. He believed in Empire and the style of that time is known as Empire. It was another phase of the Renaissance and the Roman idea.

The Nineteenth Century saw the introduction of the machine, and its architecture shows it. The new industrial age created a newly rich class that didn't know why or where it was going. The machine began to produce forms too quickly for society to mould and absorb. Poor Queen Victoria is usually blamed for the styles and tastes of that time, which were anything but reposeful, though they were often virile and strong. They were just as often blushing, ungainly, toes turned in, and not the least adaptable to anything but cheap ornamentation. Of course, the tourist does not have to go to Europe to see this type in architecture. America has plenty and no one need spend much time on it. Yet it had its place, and being the first of the machine-age product, will probably take its place as the first of our Modern, International Style.

So I should mention the Moderne. Some Americans are often surprised and try to argue down the fact that Europe is far ahead in the development of the Functional Style, yet taken as anaverage, that is undoubtedly the case. Probably the reason is that we are so conscious of style, rather than the real problem of architecture that it has retarded our normal progress. We give ourselves away. Question, "What do I mean?" Just this: in nine out of ten new buildings in Europe, the architects and the owners are not primarily concerned with style. They are concerned with the function of the building. They are concerned with the aesthetic, of course, but only in proportion to the use, the plan, the materials that are used for the fabrication, and the cost. Yes, in Europe, buildings are judged in the way that we appraise automobiles: cost, use, materials, and appearance. Buildings must perform and be economical. Efficiency is the keyword. Isn't it odd that we haven't quite learned that lesson in our architecture in America. Granted that we are one of the most efficient peoples in the world, it is odd that we still insist in clothing most of our buildings in so-called styles. Our new buildings in Washington are decorated with hundreds of Classic Corinthian columns; our office buildings are thousands of tons heavier than necessary because of stone, sometimes plain, but often carved in imitation of Gothic. Our houses must be Colonial, English, or Spanish, and even when we attempt to go functional, our approach is

(Continued on Page 8)

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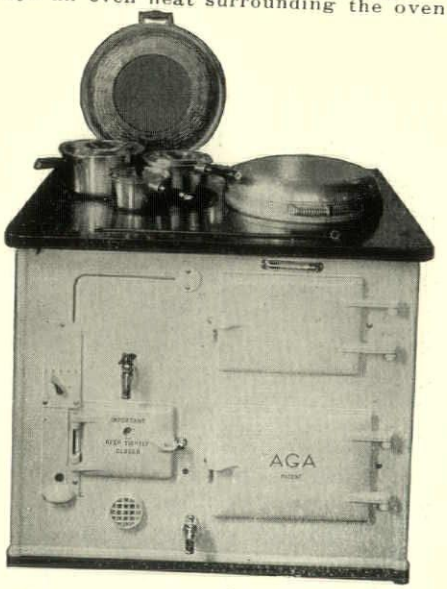

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ARCHITECTS' REPORTS

Chas. N. Agree, 1140 Book Tower, CA. 9263.—Preparing plans: Inspection Unit and Garage; Warren Ave., Dept. St. Rys., Detroit.

Addition to Garage and Inspection Unit, Schaefer Road for same.

Remodeling 1st and 2nd Fls. present Adm. Bldg., St. Jean and Shoemaker Aves. for same.

Line and Track Bldg., St. Jean Ave. for same.

Remodeling 2-sty. and bmt. store Bldg., Oakman and Grand River. Davidson Bros., Inc.—Owners.

Part 3 sty. and bmt. and part 2 sty. and bmt., Mercantile Bldg., Jos. Campau and Yemans Aves.

Remodeling of 2 sty and bmt. store Bldg., corner West Allegan and So. Washington Aves., Lansing.

Preliminary studies 1,500 seat theater cor. Harper and Lakewood Aves.

6 one story stores, bet. Archdale and Southfield.

Remodeling 2 sty. store bldg., Ypsilanti, Cunningham Drug Stores, Inc.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Plans for three projects for Board of Education, Ecorse, Mich. comprising add. to Manual Training Dept., also Implement Storage rooms, etc. Plans submitted to WPA. Work done under their regulations.

Same.—Prep. plans for school, Corral, Mich. One story, containing four class rooms. Face brick with maple floors, asphalt tile corridors, steam heat, composition roofing.

Same.—Bids on remodeling of theatre, Sandusky, 600 seats, about 60x110', new steam heating and air cooling system, new electrical wk. Entirely new interior. Closed.

Same.—Bids closed on Congress Theatre, Michigan Ave., Detroit, 100x90'. Metal front lobby, steam htg., air cooling, cement floors.

Same.—Prep. plans for 1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal,exterior—cinder block, interior.

Same.—Prep. plans for 400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Residence, Santa Maria Drive. Bids closed.

Same.—Residence, St. Clair Shores. Bids closed.

Same.—Plans for res. at Franklin, Mich. for Eugene A. Murphy. Completed soon.

Same.—Prep. plans for Auditorium for Dr. Frank J. Norris, 14th and Marquette.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Plans for residence, Provencal Road. Ready about April 1.

Same.—Preparing plans for residence, Cloverly Road, G. P. Farms.

Same.—Alt. and add. to res. for Ledyard Mitchell, Ridge Road, G. P. F. Bids closed.

Diehl, Geo., 120 Madison, CH. 7268.—Drawings for alteration to Sufferin's Store being prepared.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Owner has held up work on proposed 170x760 one story factory and power house located outside city limits pending out come of labor disputes. Several other $200,000.00 factories also held up for same reason.

Same.—Preparing plans on following: Extension and modernization of paper mill in suburb of Detroit.

Sand drying and cooling bldg., in suburb of Detroit.

Addnl. coal storage and shipping bins for local coal yard.

Gen. cont. work for 4-sty. tool and die plant for local manufacturer.

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Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Preparing sketches for St. Vincent Orphanage, Brighton, Mich.

Same.—Preparing sketches for bottling works for Schmidt Brewing Co.

Same.—Prep. preliminary drawings for new bottling works plant. Alteration and add. to cellars for Jackson Brewing Corp., Cincinnati, O.

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Same.—Prep. drawings for empty case storage warehouse for Goebel Brewing Co., Rivard and Emerson.

Same.—Prep. preliminary drawings for modern factory and air conditioned office building 200x250 for Evans Products Co., Detroit.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030., **E. Lane Crawford & Henry P. Friend, Associate Architects and Engineers,** 310 Norristown—Penn Trust Bldg., Norristown, Pa.—Plans for brew house for Adam-Scheidt Brewing Co., North Town, Pa., 8 stories, 56x85, fire proof construction. Completed this week. Out of town figures.

Same.—Contract on alt. to store for Hanan Co. let to E. S. Eiserman & Sons.

Haughey, Harvey J., 112 Madison, RA. 1047.—Residence, Redford, Mich. Brick veneer, air conditioning. Taking fig. by invitation.

Same.—Plans for six stores completed. Owner taking fig.

Same.—Plans for country home, Northville, Mich. completed. Owner taking fig.

Herman & Simons, 710 Owen Bldg., RA. 8788.—Bids closed on res., Lincoln Park. Held over.

Same.—Preparing sketches on residence, Sherwood Forest.

Same.—Working drawings for theatre completed.

Same.—Residence, Grosse Ile. General cont. let to R. C. Schultz.

Same.—Preparing plans for Bushnell Congregational Church.

Hughes, Talmage C., 120 Madison, CH. 7660.—Ready for figures, res. for Dr. Leland Carter, Windmill Pointe—Sub-contracts.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Res., Longacre Ave. for R. G. Guenther let to E. T. Salkowski.

Same.—Store and office building, East Jefferson Ave. Macotta front and sides. Two stories. Masonry cont. let to W. S. Pocock; htg., T. S. Gleason.

Same.—Recreation Bldg., bet. Puritan and Wark. Contract let to John Dowd.

Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Plans for residence for E. B. Sappington completed.

Kimball, Donald A., 505 Eddy Bldg., Saginaw.—General contract on building for H. W. Schabel News Agency, 200 Block N. Baum St., one story brick and concrete 80x150, let to J. R. Heineman & Sons. L. W. Wells is constructing the foundation. Construction started.

Knecht, McCarty & Thebaud, 200 Watson Bldg., Grand Rapids.—General contract on reinforced concrete building for Grand Rapids Wholesale Grocery Co. 200' sq., $130,000.00, let to Barnes Bros. Construction Co., to be completed within 80 days. Largest private construction job in Grand Rapids for several years.

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Merritt & Cole., 1111 Collingwood, LO. 2483.—Plans for Covenant Lutheran Church, Buena Vista and Sorrento, ready about May 1.

Same.—Alt. to Holy Trinity Lutheran Church, Warren Ave. to cost about $20,000.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828. Res. for Mr. Mayer, Grosse Isle. Bids due April 13.

Same.—Prep. plans for alt. and new work on Spray Pond, new refrigeration compressor and conductor, also electrical wk. for Tivoli Brew. Co.

Mueller, G. A., 1346 Broadway., RA. 3763.—Preparing plans for alteration to four-story brew house. Alt. to one 4 story cellars. Location—Ohio.

Same.—Brick veneer residence 24'x35', double stall garage. Plans ready soon.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—Alteration to Hotel Statler. Steel contract let.

Same.—Taking fig. by invitation for Central Office U. Bldg. for Mich. Bell Tel. Co., Gd. River and Greenfield.

Same.—Prep. plans for St. Luke's Hospital, Marquette, Mich.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek.—Work now planning: Residence for Mr. Charles Burnham; residence for Dr. A. E. MacGregor; residence for Mr. A. L. Baker; residence for Miss D. Springer; store alterations for Phene Olian.

Same.—Taking bids, summer health camp building for the W. K. Kellogg Foundation, cost $40,000. 16 cottages, 1 wash house building, 1 administration building.

Same.—Taking bids, Garage and Shop Building for school at Middleville, Mich.. cost $25,000.00.

Same.—Alt. to offices, Norge Corp. Bids closed.

Same.—Prep. plans for factory add. Owner withheld.

Weemhoff & Steketee, 621-622 Murray Bldg., Grand Rapids.—Factory addition, Metal Office Furniture Co. Crating factory 33'x50', brick and

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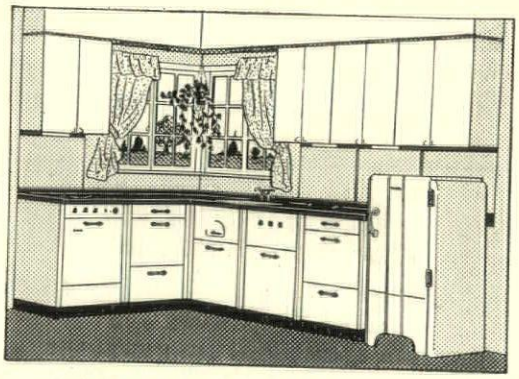

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steel. Lumber Storage Shed 70'x42'. Mill construction. Plans out for bids.

Same.—New boiler room, smoke stack, treating plant and other alterations for the J. C. Miller Co., Grand Rapids, Mich. Plans out for bids.

Same.—Taking figures on 24'x35' brick veneer residence, 2 stall garage. Mr. and Mrs. F. D. Pace, Gr. Rapids, Mich.

Same.—Preparing plans: Remodeling residence, located at Lake Odessa, Mich.

Cape Cod Colonial residence located at Wyoming Park, Mich.

First 6 (six) of a group of suburban dwellings, Grand Rapids. Ready for bids about May 1.

Wetzel B. C. & Co., 2317 Dime Bk. Bldg. CA. 4941. —Addition to school, Baroda Mich. PWA project. Gen. cont. let to Gustafson & Garlander, St. Joseph; Plmbg., Noble & Price, Benton Harbor; El., S. M. Steuland & Co., St. Joseph.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Two res., Flint, Mich. Owners—R. P. Lewis and Dr. Morissey. Bids closed.

Same.—Res. for J. R. Heatley, Courville Ave. Being revised.

Same.—Add. to Dining Rm., Curtis Bldg. ready for fig.

FRANK LLOYD WRIGHT TO SPEAK IN GRAND RAPIDS

The Art Techers' club of the Grand Rapids schools is to be host at a lecture by Frank Lloyd Wright, internationally known architect in Grand Rapids in the St. Cecilia building Tuesday, April 27.

Mr. Wright, who designed the May home on Madison ave., SE., in Grand Rapids, is now engaged in designing the administration building of the Johnson Floor Wax company, in Racine, Wis., as well as homes in Pennsylvania, California, Wisconsin, and Michigan.

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AN ARCHITECTURAL TOUR OF EUROPE

(Continued from Page 5)

via the style-route, rather than b ythe economical, efficient use-route.

Yes, an architectural tour to Europe has much to teach us. Thru it we can see all the people of the past and judge how poorly or how well they lived. Insincerity certainly showed up where insincerity was rife with the people. Architectural Europe makes us aware that the great periods of history and the great nations have always produced a sincere and great style. We became aware that style has always evolved out of the structure, from the heart of the people, and was not applied as a veneer. Note for a moment how the Gothic of Thirteenth Century France was a system of construction, and all of its ornament was functional in its purpose. How it expresses the people of that time. If it's scenery you are interested in, rivers, mountains, and lakes, go West; America probably can't be surpassed. But if you want to see man's work of the past, go to Europe, see the architecture of our ancestors, the pageant of our civilization.

ARCHITECTURAL LAWRENCE INSTITUTE DEPT. WINS PRIZE

The Architectural Department has again brought honors to the Lawrence Institute of Technology by winning the second prize in the recent Merrill-Palmer House Competition. Mr. Pellerin, instruc or, in collaboration with Joseph Dworsky and assisted by Ernest E. Brown, students, designed a residence and, in competition with forty-two other local architects, succeeded in winning the second prize amounting to $250 in cash. The first prize of $500 was won by Harold Ehlert. Third, fourth and fifth prizes were awarded and five honorable mentions were made.

Mr. Pellerin, in commenting on the contest, said, "We are naturally very happy to receive such recognition. It is only in competitions of this sort which occur periodically and where we are free from the dictates and demands of others, that we can develop our own ideas and really let ourselves go. This house was designed for a specified lot on Pontchartrain Drive, and due consideration was made of its size, neighborhood, orientation and of local restrictions."

Although the design had been considered previously, the actual drawing was begun twenty-eight hours before the deadline. Pellerin, Dworsky and Brown worked steadily with only four hours out for sleep and delivered the winning plans with the ink scarcely dry.

The twenty-five best drawings, including the prize winners, were on display at the Detroit Institute of Arts.

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THE DETROIT RIVER

Detroiters may be too prone to think only of the commercial value of the Detroit River and thereby overlook its enhancing beauty. The deep rich shades of beautiful green seem to be revealed in wintertime even more than in summer. The beauty is enhanced at this time of year when the northerly winds clear the river of floating ice and carry it to the Canadian shores. In some way this results in the most beautiful colorful effects.

School children are taught that Detroit borders on the Detroit River and that the Detroit River is a natural boundary line and perhaps that a world-record tonnage of freight passes through the Detroit River but one can never know and enjoy the Detroit River from knowing that alone. As the riverfront has built up, the industries, warehouses and other structures have obstructed the public view of the river so that there is afforded only limited opportunities to glimpse its beauty. There are comparatively few points of vantage where an adequate view of the river is possible and most of these are not available to the public. One of the finest comprehensive views of the Detroit River, where its charm and beauty could be enjoyed, is from the Ambassador Bridge and even here those in vehicles can not stop to enjoy it but must be continuously moving. The passing fleeting glance will never properly reveal the charm, beauty and interest in the Detroit River. It requires time, relaxation and freedom from the usual noise, confusion, bustle and hurry.

There appears no way which affords such ample and satisfying opportunity of enjoying the River's charm and beauty as from a boat. There, where peace and serenity are most assured, free from the confusion and distractions of city streets, traffic, business, etc., entire time and attention can be given to the enjoyment of the river, the shore line, and passing ships and many other intriguing matters of interest.

Detroit is not awake to its civic loss in the present trend toward overlooking and abandoning its enjoyment of the outstanding and quite unparalleled opportunities and advantages which the river affords. It is regrettable that we have so comparatively few pleasure boats for such a large city where all the family can unite in a day, afternoon or evening of keen pleasure, free from the hazards of highway traffic, from the driver's attention and free from the dust, noise, and distractions of everyday life.

Detroit will not be properly planned unless and until adequate consideration is given for public interest, appreciation and enjoyment of the truly remarkable opportunities that our Detroit River provides.—**The Planner.**

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DRAWING INSTRUMENTS FOR SALE

Mrs. Norma M. Flanders, 34 Parrand Park, Highland Park, Michigan, has the following items for sale which she states may be bought for almost the purchaser's own offer: Tee-squares, triangles, protractors, rules, slide rules, drawing instruments, etc.

She also has the following books which are in good condition: New Houses Under Old Roofs by Joseph Stowe Seabury; Book of Building and Interior Decorating edited by Reginald T. Townsend; Concrete and S ucco Houses by O. C. Hering; Reclaiming the Old House by Hopper.

NOTED ARCHITECT TO GIVE LECTURE

Alton Dowe, nationally-famed architect of modern home design, will give a lecture Tuesday evening, April 20, in the parlors of the Peoples church. The lecture is being presented under the auspices of the Alpha Phi alumnae of Lansing and East Lansing. The lecture will be open to the public and has been arranged as an evening affair so men as well as women may attend.

A LINE FROM CORDNER

G. Frank Cordner, former officer and director of the Michigan Society of Architects, who has for some time past been connected with the Resettlement Administration in Washington, has recently been sojourned to Fort Lauderdale, Florida. It is always a pleasure to hear from Frank, and particularly to know he is enjoying life.

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DYNAMIC SYMMETRY

Many members of the Adcraft Club who attended a recent luncheon meeting in the Statler evinced great interest in the subject of Dynamic Symmetry as presented by the speaker, William B. Stratton of the Pewabic Potteries, and also well known as an architect.

Although hampered by the difficulty of explaining a rather complicated mathematical and geometrical principle in a mere half hour for an audience mainly consisting of laymen, the speaker was able to give some of the simpler fundamentals which can be applied by anyone. He also showed a number of very interesting examples from both modern and ancient art and architecture, demonstrating how accurately these formulae apply to such buildings as the Parthenon and early Egyptian temples to famous paintings and to both early and modern pottery. He showed sketches of the manner in which he himself had designed the very effective Detroit Naval Armory using these principles throughout.

One of the methods explained was that of "diminishing squares," in which a series of squares are built up on a common center, the width of the side of each square being the same as the diagonal of the next smaller square. As a result any design will be in proper proportion throughout as long as its dimensions are all taken from these various related squares. In the same way a series of related circles can be utilized. Another method shown was that of drawing the diagonal of a parallelogram and then a line through this at right angles running to either corner.

The point at which this line intersects the side of the parallelogram gives the point at which a vertical line will divide the figure into harmonious sections. Each section may then be further subdivided in the same way.

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Among the guests at the luncheon were A. A. Trimble who entertained us at our Variety Show, two years ago with his remarkable impersonations of Will Rogers and later played that part in the motion picture, **The Great Ziegfeld**, and Baron E. C. von Mauchenheim, the young German whose difficulties with the Nazi government have been front-page news for some weeks past. All present were pleased to be told that arrangements have been made whereby the Baron will be allowed to enter the country under the quota system, and apply for United States citizenship.—The Adcrafter.

ARCHITECT OF MODERN TREND PANS OLD STYLE BUILDINGS

William Lascaze, prominent exponent of modern architectural design and creator of many of New York's outstanding buildings, sees "Sermons in stones" in a modern sense which perhaps Shakespeare did not contemplate.

Mr. Lascaze states that modern architecture is not one form versus another, but a process of thinking versus a total lack of thinking.

The automobile, aeroplane and the radio express to him a freedom which was denied the horse and buggy era.

The modern architect he states is a creator of a new form of shelter in keeping with modern life, and is more interested in creating space than in creating patterns. He believes that we give the present generation more house for the dollar spent than was ever given before.

In appearance the 41 year old Swiss born architect seems a typical modern man, tall, broad-shouldered, urbane and smartly tailored. His face and figure present an impressive structure of massive yet simple plainess in which his brown eyes are vividly alive.

He himself lives in a glass house which he designed, and his offices are on the ground floor of this same building. In his own office one wall is gray, another white, and a third dark gray, which he states gives him an environment in which space and utility combine with a dramatic effect.

A deep but narrow drawer in his desk serves as a waste basket but like the ordinary basket it has to be emptied, but it doesn't take up floor space.

If all walls are painted alike Mr. Lascaze believes that they give one the feeling of being inside a box, but on the other hand he states if one studies what is going to happen in a room he quickly finds a reason for accentuating certain places.

At the present time Mr. Lascaze is looking forward to what he terms "the first modern school in the country," which he designed for Ansonia, Connecticut, a high school with a capacity of 1000 children.

In a recent article he quoted from Sacha Guitry's autobiography: "Why should all schools give off the atmosphere of prisons. The architects who put up such horrors should be punished", and he adds that in all fairness he believes that the boards of education should also be punished.

His only hobby is his life work. Recently when an article appeared about him in a magazine he was visited by a woman who tried to sell him an accordion. "You should have a hobby", she told him.

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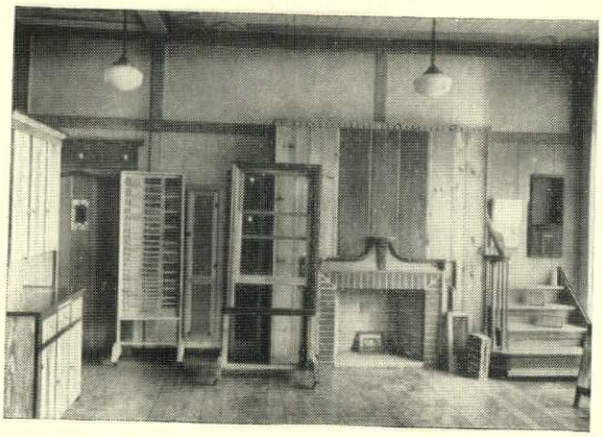
CURRIER LUMBER COMPANY BUILDS DISPLAY ROOM IN NEW PLANT



Interesting display of lumber products and buiding materials has become an important part in the merchandising program of progressive dealers. Above is shown part of the modern retail display room recently built in the Currier Lumber Company's new $100,000 plant now nearing completion at 17507 Van Dyke avenue, Detroit. Fourteen different kinds of wood are displayed in various completed items which go into a house. Here prospective home builders may get a pre-view of lumber products going into their homes, finished exactly as they will appear in the completed residence.

Incorporated in the new $100,000 two-story millwork plant of the Currier Lumber Company now nearing completion at 17507 Van Dyke avenue, Detroit, is a completely modern retail sales and display room which has been specially built and arranged to display lumber and building materials as they are seen in finished form, B. A. Chaplow, the firm's general manager, reported Saturday.

"Rarely have prospective home builders ability to visualize the actual appearance of lumber items in their completed form as part of the house. While plans and details may give the layman some understanding of the house's general layout, the client is interested in seeing in advance how the finished lumber will look," explained Mr. Chaplow.

"Many people erecting homes today are familiar with trade names of nationally advertised building products, and some have a degree of knowledge of various kinds of woods and their use, but most customers still are unable to conceive just how this or that kind of wood is going to fit into the scheme. For the purpose of showing interested clients how various items of wood will appear after completion, this modern display room has been built in the new plant.

"The new sales display room will help to visualize in the customer's mind the appearance of various lumber materials in their completed state. A fireplace and mantel, for example, has been built so as to show the finished appearance of two kinds of wood—knotty white pine and wormy chestnut; and a corner stair has been built so that the customer may visualize the use of birch and sap or red gum."

A complete display of several hundred standard patterns of molding is shown on a large board such as the Currier company has recently made available to architects' offices throughout the state. The floor of the new display room is built of three grades of oak in two distinct patterns. A kitchen cabinet is constructed of red wood and white pine on one side while the reverse side is of birch.

Other building materials exhibited include various insulation compositions, numerous types of shingles and roofing materials and a variety of doors, windows and screens. Two types of door entrances, built of red wood, occupy a prominent position in the display room which in all makes use of about 14 different kinds of wood.

"Customers can now see for themselves, by means of the sample materials used in the display, exactly what they are buying," stated Mr. Chaplow. "Uncertainty and doubt that might be present when a buyer specifies from a catalogue is eliminated—this method of graphic presentation showing the customer the exact appearance of a wide variety of materials which he might desire to use in his home.

"An invitation is extended to prospective home builders, as well as to building contractors and architects, to visit the permanent showroom and to avail themselves of the free facilities and information offered there. It is planned to keep the display room open during business hours each week day."

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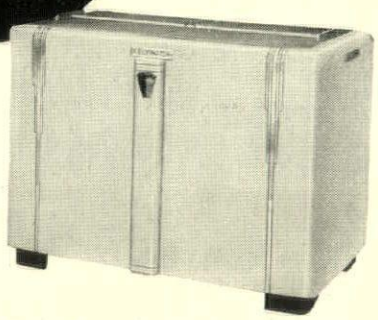

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NEW ARCHITECHTURAL FIRM

A new architectural firm has been opened at 1005 Bauch building in Lansing by Ralph B. Herrick and Stanley G. Simpson.

Mr. Herrick was associated with S. D. Butterworth, Lansing architect, from 1914 to 1926, doing public and commercial buildings. During this period he spent two years in the army and two years at the University of Michigan.

From 1926 to 1930 he was connected with J. N. Churchill of that city in planning school and commercial buildings. Since then he has been with the National Park service designing state park buildings. In 1936 he was the architect for the new Lincoln school in Lansing. Mr. Herrick has been a registered architect since 1922.

Mr. Simpson has been a registered architect for the past 10 years. He graduated from the University of Michigan in 1926 with the degree of B. S. in architecture. He was associated with the Warren S. Holmes company of Lansing from 1926 to 1932, and between 1934 and 1936 designing schools, other public buildings and residences.

The new firm of Herrick and Simpson is now preparing plans for a community center building at Eaton Rapids for the Veterans of Foreign Wars home, as well as several residences. They will conduct a general architectural business.

REMOVAL NOTICES

George W. Graves, architect, announces the removal of his offices from 233 John R to 1120 Francis Palms Bldg., Detroit.

Christian W. Brandt, architect, announces the removal of his offices to Suite 3408-12-14 Eaton Tower, Detroit, telephones CAdillac 6319—6156.

AN OMISSION

The name of Randall Wagner was omitted from the list of architects registered in Michigan as published in the March 16 issue of the Weekly Bulletin.

We regret this error as Mr. Wagner has been registered in Michigan for some time; he has renewed his registration as required by law, and is in good standing. It is therefore suggested that those who are keeping the list of architects together with corrections, add the name of Mr. Wagner, who is treasurer of the firm of Stone & Wagner, Inc., architects, American National Bank Bldg., Kalamazoo, Mich.

ANNOUNCEMENT

Six Lectures on Analysis of Concrete Building Frames

Professor James H. Cissel of the Department of Civil Engineering, University of Michigan, announces that he will give six lectures on frame analysis under the joint sponsorship of the local section of the American Society of Civil Engineers and the Michigan Society of Architects, giving special reference to the needs of Structural Engineers engaged in the design of buildings. Professor Cissel has given special study to problems arising in frame analysis and has made important contributions toward their solution. Structural Engineers and Architects attending the lectures will greatly benefit from his authoritative treatment and presentation of the subject.

The lectures, which will take place in Room 217 at Cass Technical High School, Detroit, will be held from 8 to 10 P. M. on consecutive Wednesdays beginning April 14.

It will be helpful if Engineers and Architects will signify their intention to attend the lectures for which there is no entrance or tuition fee, by submitting in advance, name and address to Professor J. H. Cissel, College of Engineering, University of Michigan, Ann Arbor, Michigan.

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WEEKLY BULLETIN

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ARCHITECTURE AND VALUES

By ELMER C. ROBERTS, A.I.A.

Probably there never was a time when the relationship between architecture and real estate was more interesting or more important.

The changes wrought by development are so manifold that they challenge the imagination and most certainly offer lucrative returns to those who strike with a bold stroke in a direction that will gain popular approval. New materials and methods in building operation of today an exciting romance.

Therefore, with requirements considerably changed and with new materials available, we have a most attractive situation. Architectural efforts are necessarily a reflection of the demand of the times. Architects may he a little ahead of the general public—but only a little. The depression has been a great humanizer and has stimulated genius so that today we have the hard rules of economy handled by the proficient architect in a manner to produce a new and permanent charm in the solving of building problems of all kinds.

I feel that I speak the average opinion of the profession when I say that the responsibility of architects and the part they necessarily play in character and growth of a district or community has been definitely realized. We see many excellent locations with values greatly diminished by inferior building operations and we have seen the localities not particularly desirable enhanced tremendously in value by the establishment of a high character in new building operations.

Recently a definite example of this came to my attention. Residential property was priced to sell at $20 a foot where miscellaneous homes of no design character existed. Within a few blocks, incidentally in the direction away from transportation and in what would ordinarily be a less valuable section, a few homes with design character had established an atmosphere so distinctly different from the other that the property was selling at $40 a foot.

Home design is in the center of the building stage at the present moment and putting on quite an interesting show. Isolated sections have blossomed forth with neatly designed homesites, some with a few acres of property on something of the subsistence homestead idea, others purely a contraction of the country estate for the lower income brackets. We have found a renaissance of appreciation in setting and in design. Where the architect used to hopefully prod his client towards decisions which would permit charm in architectural expressions, now the prospective owner, either for the ready-built house, or for the built to order variety, immediately tells about some lovely thing he has seen expressing indirectly his desire to have real charm in the architectural considerations of his home.

The passing show of home building has some interesting overtones in modern design efforts. Undoubtedly in the small home building field the unit assembly idea is constantly going forward. This is but logical and a continuation of the development in American building for the last two hundred years. The unit development has been given a tremendous impetus by the "ready-to-wear" manufacturers and I believe it is now generally recognized that assembled units, which permit of flexibility, where a certain module may be used in the design of the home utilizing stock sizes ready for assembly, is of real value, particularly in the lower cost homes. This movement has been viewed by some as a battle between commercialism and artistry. Obviously the marriage of the two is necessary to satisfy the American public. The unit idea, leaving opportunities for design and expression which may give each home its individual character, is the logical off-spring of such a combination.

There are many fine bits of advice available from many sources but I feel that the following suggestions might be of value to the home builder in the part he is going to play in the development of mid-Twentieth Century home design.

1.—Approach the problem in the broadest possible fashion with an open mind.

2.—Lose prejudices by a pleasant contact with what is being done and by perusing the architectural

(Continued on Page 4)

Architects' Luncheon

Tuesday, April 20—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCOT BLDG.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.; Directors: Geo. Cruickshank, Walter Giesiking, Bert Haberkorn, Ray Spitzley, Vern Taylor
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

"BETWEEN THE TAKEOFFS"

There is an ancient adage which in modern language might be put this way, "The law follows the fact, and the courts follow the law." Think that over in connection with the recent Wagner decision.

* * *

Of course, the most significant feature of the Wagner decision is the new broad interpretation put upon interstate commerce. Let us do a bit of speculation on the application to the construction industry. To begin with it may be asserted that if the Freuhoff Company is in interstate commerce and if this applies to the manufacture of its goods, then any manufacturing company which buys and sells in interstate commerce IS IN.

But how about a contractor who buys interstate but who never sells interstate. The private opinion of the writer is that such a contractor is not in interstate commerce. True, he is at the receiving end, but none of his processed products find their way into interstate commerce.

* * *

The indirect effects will be as potent so far as labor relations go as if a company were in interstate commerce, because the decision will give tremendous impetus to the union plan for organization.

* * *

Henry Ford said something last week which deserves the most careful consideration. He said words which certainly implied that he thought business could do more and make greater advances if neither employees or employers' organizations were so much in the picture. The writer thinks that what Henry Ford meant was that regardless whether it is an organized group of labor or of employers which seeks to set restrictions on production or price, the result is not true progress.

* * *

The law mill in Lansing is grinding but slowly. That's O. K. Let it slow down all it wants to. An early adjournment would not be so bad. Quite a few representatives of the construction industry were in Lansing Wednesday to attend the hearing before the Senate Labor Committee of Senate Bill No. 80 and Senate Bill 52, both of which seek to regulate hours.

* * *

Senate Bill 80 provides that the department of labor and industry after hearings or after investigation and hearings by a "labor board" may issue "mandatory order" establishing the hours in any industry taking into consideration the health and welfare of the workers in that industry. It provides for a lot of red tape records to be kept by employers and for hearings and rehearings.

* * *

Senate Bill 52 provides for six hour day, thirty hour week with no more than eight hours in any one day.

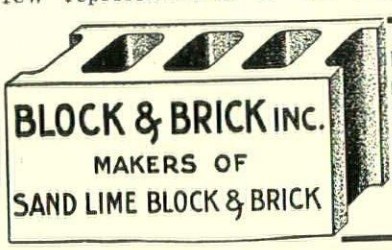
* * *

These proposed laws are both laws providing "limitations." In this case they are labor employment limitations. There are other bills of "limitation" nature in the hopper. For instance there is the doctors' bill which seeks to impose a thorough knowledge of the "healing arts" on every one who would practice. Then there is the architects' bill which seeks to limit the preparation of plans to the architects. Then there is the proposed "residential contractors" license law which would limit the building of houses to those who obtained licences from the state.

* * *

We are drifting farther and farther from the idea of laissez faire. In every line of trade there seems to be more and more thought of getting a bill passed to put fences around the field. And on top of this, government itself has come into the field of placing limitations with a vengeance.

The encouraging aspect if any is that when drifting in any direction goes just so far a reverse drifting sets in. So we should keep our heads, and think a bit more about what Henry Ford implied.



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April 14, 1937

Mr. Talmage C. Hughes,
120 Madison Avenue,
Detroit, Michigan.

Dear Mr. Hughes:—

I have just been cleaning papers off my desk and find before me the Weekly Bulletin of the Michigan Society of Architects. Being down at the office at 7:45 I have been spending a few miutes before starting my work reading your article entitled— "Says Architects are putting it over on Engineers."

I notice that this consulting engineer has visited Indianapolis and has something to say about the architects of this State. As one of the leaders that worked strenuously in getting the Registration Law passed I wish to state concerning the statement herein (I quote):—

"And while there I heard the architects had a law passed in the State of Indiana which sets them up as sole designers of all structures."

this is not according to fact. If he will examine these laws, both the Architects and the Engineers Registration Laws, this consulting engineer will find that there is a paragraph in both these laws exempting the architects from the operation of the engineers law, and the engineers from the operation of the architects law. In other words, this is a reciprocity clause between the architects and the engineers. In this way we have maintained harmony between the architects and the engineers and have based these exemptions in these two laws on the theory that the public who are employing the architects or the engineers have a perfect right to choose for their employment either one or both in the planning and designing of their building. In fact through the efforts of the architects and the engineers we have endeavored to prevent building from being built in Indiana without the services of either the professional architect or engineer. We believe this is justified in the interest of public welfare and safety.

Statements as made by this consulting engineer —who I notice does not even allow his name to be signed to the article—appear to me to cause considerable damage and should not be unchallenged.

Yours very sincerely,
MERRITT HARRISON,
President Construction League of Indiana.

INDIANAPOLIS PLANS APARTMENT WEEK

Apartment owners of Indianapolis have designed the week of April 18 to 24 "Apartment Week," during which time will be stressed on the public the advantages of apartment house living and also to stabilize the apartment house business.

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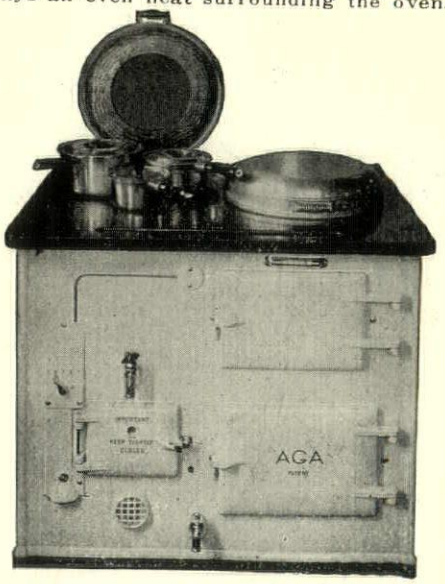

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DETROIT

ARCHITECTURE AND VALUES

(Continued from Page 1)

magazines to see what in general is being done throughout the country.

3.—Analyze your own problem from the point of view of space requirements.

4.—Coordinate or develop these into the property question involved in your particular situation.

5.—In arriving at your selection, bear in mind the more obvious, but nevertheless important points of location, neighborhood, schools, churches.

A goodly number of our prominent building contractors are devoting considerable time to the reformation of the Associated Building Employers of Detroit. Our readers will undoubtedly remember the very splendid work done by this Association during that period from 1920 to 1930. Owing to its efforts and activities, the City of Detroit passed through a great building period without a single major strike and produced buildings from 20% to 30% lower in cost than any other metropolitan eentre in the Nation. Mr. Pierce E. Wright who, as Secretary-Manager, directed its activities during the greater portion of that time, will again be in charge. New offices are being opened on the Sixth floor of the Maccabees Building, and the Association will be in full swing by Monday, March 19.

Maurice V. Rogers

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RISING COSTS MAY BE A STIMULUS

Rising costs to builder and buyer in the small house field and the consequent prudence of immediate purchase may be in part responsible for the decided pickup in residential building in the Detroit area as reported by F. W. Dodge Corporation for February of this year as compared with February of last year. Estimates show that an average six room house of about 24,000 cubic feet in size is costing from two hundred to one thousand dollars more to build this year than it did last.

The Home Owners' Catalog division of this statistical and building news service reports that contracts awarded for residential building in Detroit amounted to $3,563,000 in the February just ended as compared with $461,500 in February 1936.

During the two opening months of this year residential building has multiplied almost four times as compared with the similar period of 1936. It amounted to $6,602,000 in January and February of this year as compared with $1,739,000 in the similar two months of 1936. This advance of almost four times during the first two months of this year greatly betters the 105 per cent advance shown in this class of building in the similar period in the entire 37 states east of the Rockies.

These figures are drawn for the Detroit metropolitan area which covers the county of Wayne with a total 1930 population of 1,888,946 persons.

In the building district in which Detroit is located, which is comprised of the southern peninsula of Michigan, the advance in residential building is also outstanding in the February just ended, for it amounted to $2,598,400, making a significant comparison with $1,342,500 for February 1936.

Total construction contracts awarded in Detroit during the first two months of the current year

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were about three times as large as during the similar period of 1936. They amounted to $14,745,400 in January and February of this year as compared with $4,341,500 in the first two months of last year.

Private construction as differentiated from public construction made a significant advance, for it was almost four times as large in the first two months of 1937 as in the first two months of 1936. It amounted to $10,733,100 in the first two months of this year as compared with $2,899,400 in the first two months of last year. Private construction is most important to business in general because of the broad diversification of labor, building supplies and equipment which are involved in it.

Non-residential building made a big jump during the first two months as evidenced by $4,982,800 which compares most favorably with $1,569,900, which was the sum of non-residential contracts awarded during the first two months of last year.

LUMBER CHIEF FINDS F. H. A. PLANS FEASIBLE

Dr. Wilson Compton, secretary manager, National Lumber Manufacturers' Association, finds that the F. H. A. laboratory small house actually can be constructed and at prices under the cost figures of the technical division of the F. H. A. The lumber interests, skeptical at first, set up a laboratory at Bathesda, Md., a suburb of Washington, to build the house described by the F. H. A. and literally live up to the suggestions and to the details of the F. H. A. plan, with the result that the vast lumber interests find it can be done as "Uncle Sam's" experts had said. More than 300 offers to purchase were received when three houses were comple ed.

Dr. Compton said that the Federal Housing Administration, through its technical, economic and educational services during the last few years, had made this small homes movement possible. Heretofore the best intelligence of the building industry and the building professions had been directed, he said, to houses in the higher-price ranges, which are not now accessible to more than 30 or 40 per cent of Americans.

The unique feature of the present movement, he explained, is that it is confined exclusively to the less than $5,000 type of homes, a field which heretofore has been ignored by the building professions.

With the aid of Federal Housing Administration financing, mortgage insurance and education facilities, the movement promises to develop into nation-wide realization.

Fundamentally, this development in American home building has been stimulated by the well planned ac ivities of the Federal Housing administration in the field of building design, home financing and public education. These valuable public services should be maintained. The building industry can go far toward the solution of the nation-wide housing program to which the administration and the people generally are committed.

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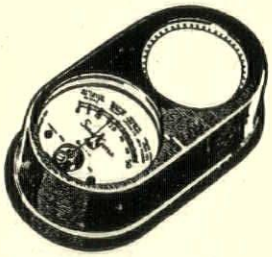

This *Sight Meter* measures light as accurately as a thermometer measures heat

A well-planned building today must have good lighting. If decorative fixtures are used, it is important that they furnish LIGHT as well as decoration. Too often, such fixtures are chosen chiefly because they are ornamental or attractive, instead of being considered as what they were originally intended—as sources of light. If you are in doubt as to the quality of the lighting in a building, a Sight Meter will quickly check the adequacy of illumination at any place in a room—as accurately as a thermometer measures heat. You are invited to use one at any time, without charge or obligation. Call Randolph 6800 and ask for the Lighting Division.

There are no substitutes for the services of an eyesight specialist, but proper lighting helps to protect eyes, good and bad, young and old.

THE DETROIT EDISON COMPANY

ARCHITECTS' REPORTS

Chas. N. Agree, 1140 Book Tower, CA. 9263.—Preparing plans: Inspection Unit and Garage; Warren Ave., Dept. St. Rys., Detroit.

Addition to Garage and Inspection Unit, Schaefer Road for same.

Remodeling 1st and 2nd Fls. present Adm. Bldg., St. Jean and Shoemaker Aves. for same.

Line and Track Bldg., St. Jean Ave. for same.

Remodeling 2-sty. and bmt. store Bldg., Oakman and Grand River. Davidson Bros., Inc.—Owners.

Part 3 sty. and bmt. and part 2 sty. and bmt., Mercantile Bldg., Jos. Campau and Yemans Aves.

Remodeling of 2 sty and bmt. store Bldg., corner West Allegan and So. Washington Aves., Lansing.

Preliminary studies 1,500 seat theater cor. Harper and Lakewood Aves.

6 one story stores, bet. Archdale and Southfield.

Remodeling 2 sty. store bldg., Ypsilanti, Cunningham Drug Stores, Inc.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Plans for three projects for Board of Education, Ecorse, Mich. comprising add. to Manual Training Dept., also Implement Storage rooms, etc. Plans submitted to WPA. Work done under their regulations. No contracts let yet.

Same.—School, Corral, Mich. One story, containing four class rooms. Face brick with maple floors, asphalt tile corridors, steam heat, composition roofing. WPA project.

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Same.—Remodeling of theatre, Sandusky, 600 seats, about 60x110', new steam heating and air cooling system, new electrical wk. Entirely new interior. Contracts let.

Same.—Bids closed on Congress Theatre, Michigan Ave., Detroit, 100x90'. Metal front lobby, steam htg., air cooling, cement floors.

Same.—Prep. plans for 1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal,exterior—cinder block, interior.

Same.—Prep. plans for 400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Prep. plans for Auditorium for Dr. Frank J. Norris, 14th and Marquette.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Residence, Provencal Road. Owner—Charles H. Symington. Bids due April 23.

Same.—Preparing plans for residence, Cloverly Road, G. P. Farms.

Same.—Alt. and add. to res. for Ledyard Mitchell, Ridge Road, G. P. F. Bids closed.

Diehl, Geo., 120 Madison, CH. 7268.—Drawings for alteration to Sufferin's Store being prepared.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Owner has held up work on proposed 170x760 one story factory and power house located outside city limits pending out come of labor disputes. Several other $200,000.00 factories also held up for same reason.

Same.—Preparing plans on following: Extension and modernization of paper mill in suburb of Detroit.

Sand drying and cooling bldg., in suburb of Detroit.

Addnl. coal storage and shipping bins for local coal yard.

Gen. cont. work for 4-sty. tool and die plant for local manufacturer.

Manufacturing & office bldg. add. to local plant.

Complete modernization of smoke collection and ventilating systems for large foundry in Oakland County.

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Several modern houses from $20,000.00 to $30,000.00 located in Detroit suburbs.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Preparing sketches for St. Vincent Orphanage, Brighton, Mich.

Same.—Preparing sketches for bottling works for Schmidt Brewing Co.

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CINDER BLOCK INC.

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A large stock of well cured cinder units—stored under sheds—insure you delivery of blocks the way you want them—when you want them.

Same.—Prep. preliminary drawings for new bottling works plant. Alteration and add. to cellars for Jackson Brewing Corp., Cincinnati, O.

Same.—Prep. drawings for empty case storage warehouse for Goebel Brewing Co., Rivard and Emerson.

Same.—Prep. preliminary drawings for modern factory and air conditioned office building 200x250 for Evans Products Co., Detroit.

Haughey, Harvey J., 112 Madison, RA. 1047.—Residence, Redford, Mich. Brick veneer, air conditioning. Taking fig. by invitation.

Herman & Simons, 710 Owen Bldg., RA. 8788.—Sketches on residence, Sherwood Forest, completed.

Same.—Working drawings for theatre completed. Held over temporarily.

Same.—Preparing plans for Bushnell Congregational Church.

Hughes, Talmage C., 120 Madison, CH. 7660.—Taking figures, res. for Dr. Leland Carter, Windmill Pointe—Sub-contracts.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Preparing plans for sausage factory.

Same.—Store and office building, East Jefferson Ave. Macotta front and sides. Two stories. Plmbg. cont. let to M. H. Goss.

Same.—Recreation Bldg., bet. Puritan and Wark. Contract let to John Dowd. Other contracts let this week.

Same.—Taking fig. on two store fronts.

Same.—Taking fig. on Harrison Store add., Jos. Campau.

Same.—Bids closed on res. for Dr. Szejda.

Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Plans for residence for E. B. Sappington completed.

Merritt & Cole., 1111 Collingwood, LO. 2483.—Plans for Covenant Lutheran Church, Buena Vista and Sorrento, ready about May 1.

Same.—Alt. to Holy Trinity Lutheran Church, Warren Ave. to cost about $20,000.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828. Res. for Mr. Mayer, Grosse Isle. Bids closed.

Same.—Alt. and new work on Spray Pond, new refrigeration compressor and conductor, also electrical wk. for Tivoli Brew. Co. Taking figures.

Same.—Prep. sketches for case storage frame bldg. for Koppitz & Melcher Co.

Mueller, G. A., 1346 Broadway., RA. 3763.—Preparing plans for alteration to four-story brew house. Alt. to one 4 story cellars. Location—Ohio.

Same.—Brick veneer residence 24'x35', double stall garage. Plans ready soon.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—Taking fig. by invitation for Central Office U. Bldg. for Mich. Bell Tel. Co., Gd. River and Greenfield.

Same.—Prep. plans for St. Luke's Hospital, Marquette, Mich.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek.—Work now planning: Residence for Mr. Charles Burnham; residence for Dr. A. E. MacGregor; residence for Mr. A. L. Baker; residence for Miss D. Springer; store alterations for Phene Olian.

Same.—Taking bids, summer health camp building for the W. K. Kellogg Foundation, cost $40,000. 16 cottages, 1 wash house building, 1 administration building.

Same.—Taking bids, Garage and Shop Building for school at Middleville, Mich.. cost $25,000.00.

Same.—Alt. to offices, Norge Corp. Bids closed.

Same.—Prep. plans for factory add. Owner withheld.

Stahl, Jno. C. & Co., 628 McKerchey Bldg., CA. 5818.—Taking fig. on add. to Ecorse Savings Bank Bldg. Bids by invitation.

Weemhoff & Steketee, 621-622 Murray Bldg., Grand Rapids.—Preparing sketches on the following: English Norman residence for Mr. and Mrs. W. King, East Grand Rapids, 55x32, 2 car garage. English residence 40x28, 2 car garage for Mr. and Mrs. S. Hazenberg, Grand Rapids.

Same.—Taking figures on the following: Remodeling 2nd floor of Fanatorium for 10 bowling alleys and other alterations, for Mr. W. Morrissey.

Same.—Prans in preparation for group of 6 suburban dwellings.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Res. for J. R. Heatley, Courville Ave. Bids closed.

Same.—Add. to Dining Rm., Curtis Bldg. Taking figures.

Same.—Prep. plans for res. for Ben Waderlow, Telegraph Rd.

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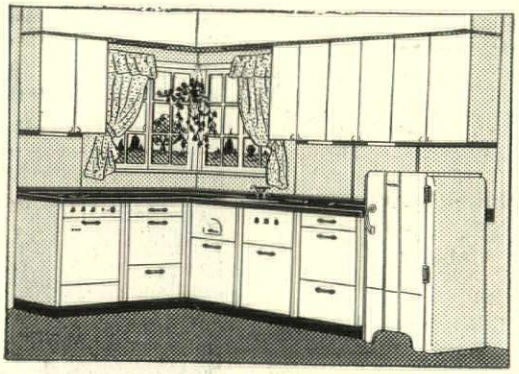

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KITCHEN PLANNING DEPARTMENT
2985 East Jefferson Fltzroy 5800
Michigan Distributors for
General Electric Home Servants

ENGLISH INCLINE TO HYPERBOLE

Englishmen have been characterized as conservative, opposed to exaggerated statements and men who measure carefully what they say and how they say it. This may be a fair summation of the men of Britain, but it should exclude real estate owners and some agents, if we are to judge by the advertisements in London papers.

Accomodations in a house in the Kensington section of the city are referred to as "Glorious Luxury Sunshine Flats." Another ad calls attention to an "Attractive, Self-contained Flat." These apartments also were called "Mansion Flats." Central heating is a feature capitalized by owner near Piccadilly.

"A Chance for Immediate Seizure—Delay to Inspect at Once Absolutely Fatal," is the heading of an advertisement of agents who have a thirteenth century stone house and two acres to sell for £1,575.

Another agent speaks of a Cotswold house and twenty-eight acres as "a staggering bargain at £1,950."

English agents are much more positive in their selling advertisements than we are, but it is a question if Americans would respond favorably to ads such as those quoted, which are not unusual but commonplace in real estate advertising columns of London papers.

FINDS ARCHITECTURE IS BEING INFLUENCED BY JAPANESE IDEAS

Modern trends in architecture in this country are being influenced by Japanese rather than European methods, according to I. E. Alexander, Chicago architect, who has just returned from a trip to Europe and the orient.

The most important idea brought to this country from Japan is the new "space-flow" or open concept in planning. Partitions and doors, except where required for absolute privacy, are eliminated, thus allowing a natural flow of space from room to room. Other innovations are sliding screens of translucent material.

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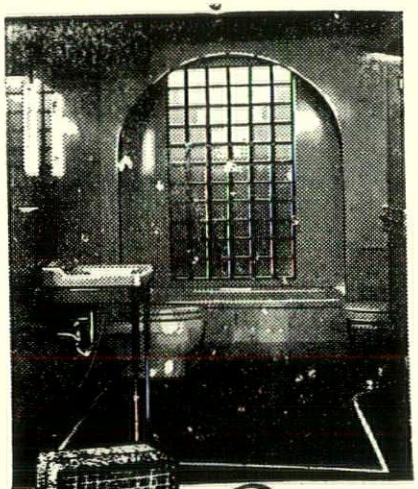
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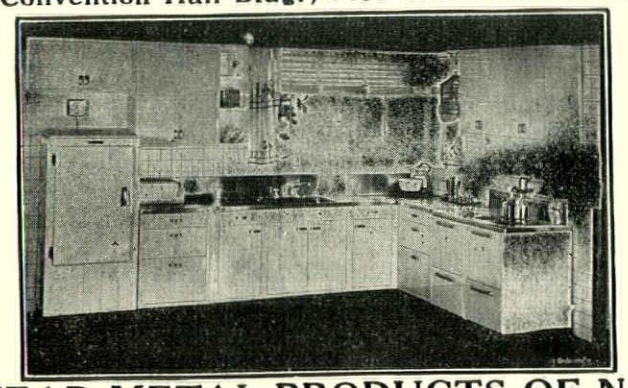
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If this new "instant" marriage which has been launched in New York becomes popular, after the way of many of the modern frills, it is going to be just too bad for the preachers, and all and sundry who sell "the makin's" to the bride.

Miss Eleanor Andrus, an artist and Peter J. Bitterman, Jr., an architect, were joined in the holy bonds of matrimony, in about the shortest, easiest and most comfortable "ceremony" ever celebrated. Mr. Bitterman telephoned his lawyer to draft a concise agreement to be signed by himself and his prospective bride, by the terms of which they would agree to live together as man and wife.

The architect and his sweetheart took the contract to Supreme Court Justice McGeehan and in his presence signed it. Two friends who accompanied them to the office of the jurist signed as witnesses. The procedure took less than two minutes, by the watch. The rather unemotional bridegroom made no elaborate explanation respecting the unique "ceremony." He quietly observed that it was the "most logical form of marriage, of which he knew."

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As both the principles in the wedding were obliged to take chairs in order to sign the contract we expect this newest form of espousal will be heralded as a "sitdown" marriage, for that is exactly what it was. And with this form of negotiation so popular for the moment, who knows but that this easy and novel method of being "hitched," will take the country by storm. Possibly the florists, the jewelers, the modistes and all the commercial interests will join in applying to the courts for an injunction to restrain prospective couples from taking advantage of this short cut. But even if it happens to be granted in Michigan, what sheriff will dare to serve it?

Lovers appear to have won a new found freedom. Becoming a benedict may no longer have the terrors which since the time of Adam have attached to that venture for the average male. Even in the realm of Dan Cupid, the older order changeth.—Pontiac, Mich. Press.

THE ARCHITECT'S FUNCTION

"In no other profession or business do men require a broader knowledge or greater versatility than in architecture. Architects must be both business men and creative artists. They must understand the fundamentals of many fields of endeavor and be able to cordinate them into a single building. Architects work solely in the interest of the owner. Their function is to see that the owner obtains the building he needs and pays for. The architectural profession is the logical means through which an owner obtains what he wants his building to be."—(Federal Savings and Loan).

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JOHN THORNTON SPEAKS AT ANN ARBOR

John C. Thornton, Detroit architect and treasurer of the Michigan society of architects, gave an illustrated talk on his trip through England, Scotland and on the continent, at a meeting of the Allied Construction Industries of Ann Arbor and the Ann Arbor Society of Architects on the evening of April 1 in the American Legion home at Ann Arbor.

Bill Cuthbert writes: —

"Even at this late date I am enclosing a clipping from The Ann Arbor Daily News of April Second. This is not news any more but I think some mention might be made in the Bulletin of Jack's fine entertainment. At the time that I should have been attending to this matter I was called out of town for several days and any schedules I might have had were mixed up.

"I have heard several complimentary remarks about the travel talk and you can bear witness to the fact that although about ninety per cent of the audience were contractors, and possibly not as intensely interested in the subject as the architects, that there were few if any "desertions". The attendance was about fifty.

"Not a word about the Allied Construction Industries organization of which the Ann Arbor Society of Architects is a member organization. It is almost if not exactly the same type of set-up that is being sponsored by Mr. Parker and which is discussed on Page 28 of American Architect for April. I think that this information should be of interest to the Society as well as the Chapter especially since this local organization has been running along successfully for more than three years. The influence of this all-inclusive group embracing as it does representation from each building trade and material supplier has been very effective in working out solutions to several problems that have confronted the industry here.

"For the present, adios, and I will hope to be in town and see you before so very long."

Architects' Luncheon

Tuesday, April 27—12:15 P. M.

Intercollegiate Alumni Club
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FRANK LLOYD WRIGHT TO SPEAK AT CRANBROOK

Frank Lloyd Wright, recognized in the United States and abroad as the pioneer of modernism in his designs, will deliver a lecture in the Pavilion at Cranbrook Academy of Art on Thursday evening, April 29 at 8:15. Wright, whose career of "commonsense" architecture began over 30 years ago, is one of the most stimulating speakers in his field. Devoting his ideas to the fundamental truths of modern methods of living, he has developed for himself a philosophy of building that is as interesting as it is radical.

At the beginning of this century Wright built the first truly modern office building, the Larkin building in Buffalo, N. Y., which was not fireproof but air-conditioned, a feature which is considered ultramodern even today. Never ceasing in his efforts to improve working conditions and to make them as nearly ideal as possible, he has recently completed designs for an office building for the Johnson Floor Wax company, which is now being built in Racine, Wis.

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439 Penobscot Bldg., RAndolph 5500 Edited by E. J. Brunner

BY ALL MEANS SAVE THE GOOSE

It is certain that increased governmental revenue (taxes) may be pumped from tax sources continuously only if there is increase in the earning power of the nation. Of course, it is possible to suck a well dry or kill the goose which lays the golden egg. That is supreme foolishness.

Therefore let us give our attention to a bill which has been introduced in Congress which would exempt from the "surtax on undivided profits' expenditures for plant expansion, replacement and equipment—H.R. 4594—introduced in Congress by Gongressman Beiter, February 10, 1937.

Before we go into the intricacies of the bill, let us continue the thought in the first paragraph above. It is a fair deduction to say that the passage of this bill would encourage construction. Also it would encourage business. It would do more than encourage business—it would develop business. Do that thing and you have the base for increased revenue.

As you all know, in Sec. 24 of the Revenue Act of 1936 it says under the title "Items not Deductible" (from net income) "Any amount paid out for new buildings or for permanent improvements or betterments made to increase the value of the property or estate". Also "Aany amount expended thereof for which an allowance is or has been made."

The Revenue Act of 1936 in setting up the matter of a "surtax on undistributed profits" begins its base on the term "adjusted net income".

At present the law reads so far as will be affected by the proposed amendment, "The term 'undistributed net income' means the adjusted net income minus the sum of the dividends paid credit provided in section 27 and the credit provided in section 26 (c) relating to contracts restricting dividends."

The proposed amendment would add the following exemption with respect to the surtax;

"(f) EXPENDITURES FOR IMPROVEMENTS. —The sum of the amounts paid out during the taxable year for the construction or improvement of real property and for the purchase and the installation of equipment and machinery and for the expansion or replacement of plant or other productive facilities or in payment of debts or portions of debts, including interest and carrying charges, as the same may accrue within the taxable year for the construction or improvement of real property and for the purchase and installation of equipment and machinery and for the expansion or replacement of plant or other productive facilities to the extent that no deduction or allowance is or has been made for such amounts in computing net income."

* * *

The above was written between four and five thirty p. m. April 20. Immediately on leaving the office. Of course I saw the headlines and read the budget message which presages higher taxes.

Everyone knows that there will be higher taxes, but does that invalidate the reasons for passing this bill. Hardly. This bill if passed would increase business to the extent that taxable income would be increased in the long run far more than the specific amounts of surtax on undistributed profits would amount to.

It is a bill which would benefit, (1) the government (2) business and industry (3) labor.

* * *

The Builders' and Traders' Exchange two weeks ago sent out a short analysis of this bill to its members and many requests were received for names of Congressmen so that they could be written to regarding this bill.

* * *

The purposes of this bill were discussed before a joint meeting of executives of Detroit organizations by Ralph MacMullan secretary of the General Builders' Association and it is very apparent that everyone on hearing of this bill desires its enactment into law.

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ARCHITRACTORS AND CONTRAC-TECHTS

Roger Allen, A. I. A.

"A new name might do a great deal to drama ize the present day position of the contractor and builder in the residential field," says a recent editorial in a magazine circulating chiefly among builders. "'Architractor' captures the imagination. It suggests the complete home building service needed today... It has professional dignity and suggests a centralized service that is highly important."

The editor was right about one thing—"architractor" certainly captures the imagination. As soon as I read that curious and sinister combination of syllables I realized that for some days about all I would get to do would be to repeat "architractors" frequently, followed by "tsk, tsk." And how right I was! For a week I was able to say little else, and my nearest and dearest were on the point of calling in a psychiatrist (they would have, too, only none of them could spell it) when my condition began to improve slowly.

"Architractor," you will observe, is made up of the first syllable of the word "architect" coupled to the last syllable of the word "contractor." Judging from the relative placing of the syllables, an "architractor" is a man who is more of an architect than a contractor. Conversely, I suppose, a man who was more of a contractor than an architect can expect to be saluted as a "contratecht."

There is no reason to stop here. Using the same reasoning, a bricklayer who plays the saxophone of nights could be known either as a brickophonist or a saxolayer, depending upon which art was dearest to him. A druggist who passed part of his time putting up prescriptions for cheese sandwiches—and don't they all?— could sign himself, proudly or otherwise, as an apothochef.

The whole subject has a horrid fascination.

As an architect, I am bound to believe that the coiner of the word "architractor" is laboring under a common delusion. He feels and with some show of reason that since an architect designs a house and a contractor builds it, much could be saved by combining the two functions.

Pursuing the same kind of logic, the druggist who puts up a prescription is in just as good a position to write the prescription itself as the physician who actually does so. And yet we all feel, somehow, that he isn't.

There was a time when all the surgeons were barbers. Nowadays, however, you seldom see a man hanging around a barber shop waiting to have his appendix out. Why not? Because as time progressed, the need for specialization became apparent. Being a good barber is a full time job, and so is being a good surgeon.

In the case of the druggist, his prescriptions (if he were not, as is now the case in most states, prohibited by law from prescribing except for minor ailments) would be greeted with some skepticsim, for the reason that he has something to sell besides advice. That is, he gets his profit from the sale of the remedy, not for the advice.

This is true also of the contractor. He is in the position of selling the owner a certain combination of concrete, stone, wood, glass and so on, for profit. His profit will be greater if this combination is one that is easily assembled, and of materials not too costly. Human nature being what it is, his advice will be colored by this knowledge.

An architect, like a physician, sells you professional services. His advice is based on what you can afford to pay for, and his aim is to combine the elements that enter into a building into a harmonious and livable whole.

The prime function of any building is to keep out the elements. A two by four framework covered with tar paper will do this. So will a cave. But few of us, from choice at least, live in tar paper shacks, and fewer still haunt the realtor's office demanding plaintively that he find us a commodious cave with hot and cold running lizards. Why not?

Because the human soul has a craving for beauty. Beauty of form in a building is as important to some of us as protection from the elements. Where some of us, including the inventor of the word "architractors," make a mistake is when we believe that this beauty can only be obtained at extra cost.

The architect's job is to produce buildings that offer something besides protection from rain and snow and sleet, or from the heat of summer. His buildings, if he is any good at all, will be superior in appearance, in livableness and in trouble-free life, from buildings erected without his services. And should the architect, in an ill-advised moment, try to combine the functions of the architect with the duties of the contractor, one phase of the Dr. Jekyll and Mr. Hyde combination is likely to suffer.

Today more than ever the practice of the profession of architecture demands a great deal from its practitioner. New materials, new methods, new requirements must be studied. No one can "learn" the profession so that it will stay learned, in the sense that men used to "learn" a trade. The process of learning is a continuous one.

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There are some architects ideally fitted by temperament and experience to build the buildings they design. There are a few contractors equally fitted to design the buildings they build. Most of us, however, are jacks of one trade. The man or woman with a building to build will do well to entrust the designing to an architect and the building to a contractor, rather than to thumb through the telephone directory in a futile (I hope) search for either an architractor or a contratecht.

EXTENSIVE USE OF GLASS IS ILLUSTRATED TO ENGINEERS

The local section of the American Institute of Electrical Engineers on April 20, heard Dr. William W. Shaver, research expert of Corning Glass Works, Corning, New York, describe the many new uses which have been found for glass.

Dr. Shaver brough out the fact that glass is now being made into thread for sewing on buttons, for fancy sweaters, curtains, etc.

"Years of laboratory research is proving today there is no end to the multitude of industries in which glass can be adapted", he said.

"Two new processes have been discovered for the home. They are now on the market. The first is the construction block made of glass which may not only outlast the old type of brick block but allows more light".

"Then there is glass 'wool' similar in appearance to cotton—which is used for insullation purposes. It resists all types of weather.

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FRANK WRIGHT REPORTS THE MEETING IN HIS CHARACTERISTIC MANNER

It all happened on the meeting of April 1st, 1937, no fooling. I heard they were having a meeting at Ann Arbor—these architect boys and Allied Construction Industries group.

So I started thumbing my way—that's thumbthing alwright.

Along came John Thornton and picked me up—said he was alone and wanted company.

We got there around 6 p. m., and met a lot of good fellows. They should all be fellows in the A.I.A. Maybe some of 'em will be some day.

Gee but I was thirsty, but this John "fellow" didn't want me to liquidate. He suggested water and I didn't care for this Ann Arbor water—it tastes awful. You know the old saying: Where there's a bar there's a way—or is it where there's a bar there's always good fellows (or something). Any hoo! with that over we went upstairs where a swell dinner was served.—Say those Ann Arbor girls can also cook. Ate too much. And if it wasn't for the interesting picture and talk by John I would have gone to sleep. They were so good I did'nt dare to go to sleep for fear of missing any portion thereof.

This fellow Bill Cuthbert and his gang sure know how to keep architectural interest and ostentation popular.

Professors, architects, contractors, supply men and what not together reminded me of some sort of jam my mother used to make. She would put in all sorts of fruit, nuts, raisins, a little dash of wine, and a few odds and ends, and gee, it was good—so was the evening at Ann Arbor.

Some of you out of town fellows—(If you're not too far away)—should take advantage of this splendid entertainment by John. Someone said, "why he would'nt even take any money to pay for the gas he used coming there'.' Don't get the idea because it was free, it wasn't worth our effort. We all thought his show and talk was worth a lot of $$$.

We finally got the car packed with his movies, etc. and were on our way home. Stopped at a place on the way where they serve nothing but milk, pop and ice cream, and John said to me, "Say Frank, do you mind if we stop and have some pop. You know when I am with ma she says she always likes pop." So I tried the stuff and so ended a perfect evening with John.—No fooling.

FRANK H. WRIGHT

GOOSE-FLESH ROOMS . . . .

Rooms that defy you to keep warm, rooms that chill your blood and mood—you've visited houses with "goose-flesh" rooms that seem impossible to heat. Perhaps you've even lived in one.

Uncomfortable to their occupants, irritating to their owners, these arctic areas frequently are talebearers of the expensive economy of "saving" the architect's fee when building or remodeling.

For heating is one of the complex matters in which most of us need highly specialized guidance. No rigid rule of thumb can guide the lay person; there are too many variables. The lie of the land,

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the exposures of certain rooms, the cubic areas to be heated, the structure of the house itself—all have direct bearing on the type of heating apparatus needed, the amount of radiation called for, room by room. It is folly to feel that this tangle of conditions can be safely straightened out without the expert guidance of a trained mind—of a good architect.

An architect has a dozen functions—all important. Even if you already have plans that "just need a little changing"; even when you have so clear an idea of what you want that you believe you can rough them out yourself for the builder—even so you need an architect.

For the drawing of the general plans is only the beginning of an architect's service. He is a specialist in every department of building.

He knows which ma erials are needed for which conditions; he knows costs and where to save on them—and, equally important, where not to; he watches for stress and strain spots; he plans for satisfactory, long wear; he guards you on the unseen and vital fundamentals of plumbing, heating, drainage—mysteries to most of us.

In the great human experience of building a new house, or of remodeling an old one, your best insurance lies in the brains and skill of an architect.—The Architectural Forum. Published by TIME Inc., 135 East 42nd Street, New York City. This advertisement was one of a series by The Architectural Forum in the interest of better building. Reprinted from Time and Fortune.

WALL PAPER EXHIBIT AT CLEVELAND

The Wall Paper Institute is holding a three day exhibit in Cleveland which it is stated will have an important influence on future wall coverings.

Twenty-one rooms of the newest materials are being shown. Particular attention is given to scenic wall paper depicting sailing ships, the old farm house, barn and horses, etc. It is expected that this new paper will appeal strongly to the city families and apartment house dwellers, who will derive pleasure from the old scenes back home.

Some depict railroads, aeroplanes, speed boats and ancient cities as well as the modern. It is said that the families in rural districts may cover their walls with city views while the urban dwellers will favor ships and country scenes.

A successful designer discovered several years ago the value of scenic wall coverings instead of the conventional flowers and stripes. He had scenic props built to fit snuggly the walls of a room. These removable panels were arranged to suit the younger members of the family, and thus, a prospect for the sale of a house was landed.

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RENT MONEY WOULD PAY FOR HOME

Take a particular house in the Chicago district as an example and assuming the same family rented it for twenty years, 1915-1934, the United States Building And Loan League have just issued a bulletin showing that the renter has paid out $9,193.00, while the man owning a similar home has paid $9,179.00.

The renter has paid from $25.00 to $58.75 per month, while the owner's average payments have been $33.30 per month. In this case the committee turns to the family who bought their home in 1915 at a sale price of $5,000.00 and a down payment of $1,750.00. The remainder was borrowed from a savings and loan institute and the indebtedness cleared off in 11 years, 7 months.

"And he has a free-of-debt home for probably twenty more years of life with which to face an era of rising rents which may take the cost of living almost anywhere", says the committee.

MGM TO BUILD REPLICAS OF CITIES

Cedric Gibbons, art director for M.G.M. studios in Hollywood, will reproduce sections of America's typical cities which will represent a composite of well known sections of forty metropolitan centers.

This $2,000,000.00 project is to be located on a 30 acre sit and will replace the studio's New York street, familiar to many for the past few years.

"Streets will radiate like spokes of a wheel from replicas of New York's Times Square, Philadelphia's Independence Square, and Salt Lake City's Temple square", according to Gibbons.

"Other streets which we have definitely decided to recreate are New York's Riverside Drive, San Francisco's Market Street, Palm Beach's Royal Palm Way, Washington's Pennsylvania Avenue, and New Orleans' Canal Street".

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ARCHITECTS' REPORTS

Chas. N. Agree, 1140 Book Tower, CA. 9263.—Preparing plans on following: Remodeling of 7 sty. bldg., 1448 Woodward Ave., for Russek's.

Two sty. and part bmt. Clinic Bldg., 60 W. Hancock Ave. for Detroit Industrial Clinic.

Remodeling 1st and 2nd floors, Administration Bldg., St. Jean and Shoemaker Aves., for the Dept. of St. Rys., Detroit. Plans completed April 24.

Track and Line Bldg., St. Jean Ave. for the Dept. of St. Rys. Plans completed pril 24.

Inspection Unit and Garage, Warren Ave., for Dept. St. Rys.

Addition to Garage and Inspection Unit, Schaefer Rd., Dept. of St. Rys.

Remodeling 2 sty. and bmt. store bldg., Oakman Blvd. and Grand River. Davidson Bros, Inc., Owners.

Three sty. and bmt. and 2 sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans Aves.

Remodeling of 2 sty. and bmt. store bldg, West Allegan and South Washington Aves., Lansing.

Prelim. studies, 1,500 seat theater, Harper and Lakewood Aves., Detroit.

Six 1 sty. stores, 17730-50 Grand River Ave. between Archdale and Southfield Rd.

Remodeling of a 2 sty. store bldg., Ypsilanti, Mich., Cunningham Drug Stores, Inc.

Same.—Contracts let: Palmer Park Theatre: Seats—American Seating Co., Sign and Marquise—McNamara Sign Co.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Plans for three projects for Board of Education, Ecorse, Mich. comprising add. to Manual Training Dept., also Implement Storage rooms, etc. Plans submitted to WPA. Work done under their regulations. No contracts let yet.

Same.—School, Corral, Mich. One story, containing four class rooms. Face brick with maple floors, asphalt tile corridors, steam heat, composition roofing. WPA project.

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Same.—Remodeling of theatre, Sandusky, 600 seats, about 60x110', new steam heating and air cooling system, new electrical wk. Entirely new interior. Contracts let.

Same.—Bids closed on Congress Theatre, Michigan Ave., Detroit, 100x90'. Metal front lobby, steam htg., air cooling, cement floors.

Same.—Prep. plans for 1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal,exterior—cinder block, interior.

Same.—Prep. plans for 400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Auditorium for Dr. Frank J. Norris, 14th and Marquette. Contract let to A. J. Anderson.

Same.—Plans completed about June 15 for add. to St. Philip Denpri School, cor. Charlevoix and Dickerson. Rev. Dr. J. C. Vismara, Pastor

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Residence, Provencal Road. Owner—Charles H. Symington. Bids closed.

Same.—Preparing plans for residence, Cloverly Road, G. P. Farms.

Same.—Alt. and add. to res. for Ledyard Mitchell, Ridge Road, G. P. F. Bids closed.

Same.—Taking figures on res., Lothrop Rd.

Diehl, Geo., 120 Madison, CH. 7268.—Drawings for alteration to Sufferin's Store being prepared.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Owner has held up work on proposed 170x760 one story factory and power house located outside city limits pending out come of labor disputes. Several other $200,000.00 factories also held up for same reason.

Same.—Preparing plans on following: Extension and modernization of paper mill in suburb of Detroit.

Sand drying and cooling bldg., in suburb of Detroit.

Addnl. coal storage and shipping bins for local coal yard.

Gen. cont. work for 4-sty. tool and die plant for local manufacturer.

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$35,000.00 fireproof home located in northern Michigan.

Several modern houses from $20,000.00 to $30,000.00 located in Detroit suburbs.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Preparing sketches for St. Vincent Orphanage, Brighton, Mich.

Same.—Preparing sketches for bottling works for Schmidt Brewing Co.

Same.—Prep. preliminary drawings for new bottling works plant. Alteration and add. to cellars for Jackson Brewing Corp., Cincinnati, O.

Same.—Empty case storage warehouse for Goebel Brewing Co., Rivard and Emerson. Taking fig. by invitation.

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Same.—Prep. preliminary drawings for modern factory and air conditioned office building 200x250 for Evans Products Co., Detroit.

Haughey, Harvey J., 112 Madison, RA. 1047.—Residence, Redford, Mich. Brick veneer, air conditioning. Taking fig. by invitation.

Herman & Simons, 710 Owen Bldg., RA. 8788.—Sketches on residence, Sherwood Forest, completed.

Same.—Preparing plans for Bushnell Congregational Church.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Preparing plans for sausage factory.

Same.—Taking fig. on two store fronts.

Same.—Taking fig. on Harrison Store add., Jos. Campau.

Same.—Bids closed on res. for Dr. Szejda.

Merritt & Cole., 1111 Collingwood, LO. 2483.—Plans for Covenant Lutheran Church, Buena Vista and Sorrento, ready about May 1.

Same.—Alt. to Holy Trinity Lutheran Church, Warren Ave. to cost about $20,000.

Same.—Prep. plans for Westminister Presbyterian Church, Lansing, Mich.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828. Res. for Mr. Mayer, Grosse Isle. Held over.

Same.—Alt. and new work on Spray Pond, new refrigeration compressor and conductor, also electrical wk. for Tivoli Brew. Co. Taking figures.

Same.—Case storage frame bldg. for Koppitz & Melcher Co. Taking figures.

Mueller, G. A., 1346 Broadway., RA. 3763.—Preparing plans for alteration to four-story brew house. Alt. to one 4 story cellars. Location—Ohio.

Same.—Brick veneer residence 24'x35', double stall garage. Plans ready soon.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825.—Taking fig. by invitation for Central Office U. Bldg. for Mich. Bell Tel. Co., Gd. River and Greenfield.

Same.—Prep. plans for St. Luke's Hospital, Marquette, Mich.

Stahl, Jno. C. & Co., 628 McKerchey Bldg., CA. 5818.—Taking fig. on add. to Ecorse Savings Bank Bldg. Bids by invitation.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Res. for J. R. Heatley, Courville Ave. Bids closed.

Same.—Add. to Dining Rm., Curtis Bldg. Taking figures.

Same.—Prep. plans for res. for Ben Waderlow, Telegraph Rd.

Same.—Prep. plans for Joe Bathe's Athletic Club Bldg.

Same.—Taking fig. on Harris Grill, Fox Bldg.

DEWEY APPOINTS LEON C. HULSE TO NEW POSITION

Frank H. Dewey, general manager of the air conditioning division of Gar Wood Industries, Inc., has named Leon C. Hulse for the position of factory sales engineer of the air conditioning division of the company. Mr. Hulse, a graduate mechanical and registered civil engineer, has been connected with the air conditioning division for past six years. His new work includes supervisory engineering duties and participation in general sales activities "Mr. Hulse's six-year service record in the air con ditioning division ably fits him for his present posi tion," Mr. Dewey said.

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PRACTICAL APPLICATION

The most ideal plans may be completely ruined by poor application and very mediocre plans may appear quite excellent with good application. Good planning accompanied with sensible practical application is most essential to real efficient accomplishment.

A very constructive Single-Home Low-Cost Housing Conference was held Saturday afternoon, March 20, at the Statler Hotel. The outstanding value of this conference was not in something new and novel that was emphasized but rather a very effective presentation of seven principles underlying low-cost housing planning. Every one of these principles is old and well-known but they have never been given adequate practical application to meet the acute needs of low-cost housing.

At a recent educational conference it was very convincingly pointed out that the greater need of education was in the practical application rather than in new types, forms or phases of education. It is generally conceded that we have plenty, or perhaps plenty-plus, of laws but that the weakest link in our chain of jurisprudence is in the practical application.

Regardless of how lofty or idealistic our moral and religious standards may be, their real value and usefulness depends on how practical and considerate we are in our personal application of them.

The administration and operation of the modern city is not a simple nor just a political matter—it is complicated, intricate, technical, politic, scientific and civic. The proper practical application is therefore involved in so many varied phases of civic life and requirements as to offer challenging studies, consideration and analysis in the important problems of solving the more important practical applications.

Civic Planning should, by its constant study and analysis of these problems, be a helpful agency to cities toward the best solution of these vital problems.—**The Planner.**

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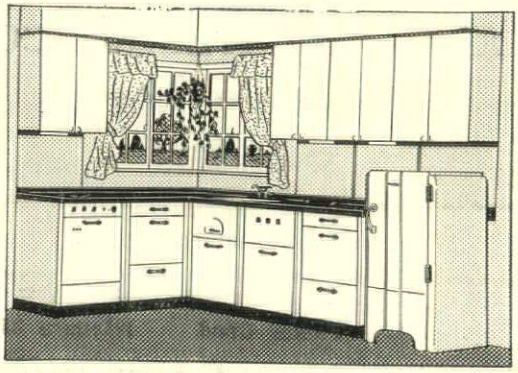

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STEEL HOUSE TRUCKED TO SITE

A five room steel house, shop-built with garage attached, was recently transported on a carryall trailer from the R. G. LeTourneau plant in Peoria, Illinois and set down on a home site in that city.

Within a few hours connections were made with the utilities and the house was furnished and ready for occupancy.

Steel was joined by the shield arc process of electric welding.

It is said that under special permit such a dwelling can be readily transported on the highways for any distance.

The James F. Lincoln Arc Welding Foundation is sponsoring a $200,000.00 series of awards. Entrants, they say, need fear no revelation of their subjects since the rules of the committee require that all papers be treated as confidential.

THE "TAX PAYER"

The new one-story building—mostly a skeleton framework for enormous window displays—continues to dwarf the conventional Manhattan Alpine skyline. They are blunt monuments to increasing taxation and on account of lower rentals and choice locations fill rapidly.

Most are structures that can be shot up into skyscrapers when the proper time arrives by piling on additional floors. But many believe they presage the doom of the cloud piercers, at least for 10 years. One of the big sources of revenue is the roof-top sign.

In a number of instances space for the electrical flare pays the entire expense of the building and makes the rental income all velvet. The new idea has invaded the Times Square area as well as the de luxe shopping stretches on Park and Madison avenues.

There are rumors of a department store that will spread itself in a one-storied project in midtown. This will do away with elevators and escalators and have instead a series of moving aisleways that will speed the customer. A neat trick if they do it.

ANNOUNCEMENT REMOVAL

John C. Stahl, Past President of the Michigan Society of Architects announces the removal of his offices to 1118 Francis Palms Building. The telephone number remains the same, CAdillac 5818.

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Grace Moore—Cary Grant in "When You're in Love"

SAYS REALTY COLLAPSE WILL NEVER RECUR

Thomas G. Grace, New York state director of the Federal Housing Administration, says that largely because of the Federal Housing Administration's risk-rating system, the insured mortgage system has become the safest and soundest for all parties involved. Risk-rating along the lines laid down by the government, he adds, is now the basis of most realty appraisals in this country.

"You will agree with me that the death knell of the short-term mortgage, with all its evil accompaniments, has been sounded, and that never again need we fear such a collapse of our realty structure as occurred a few years ago. For this we are indebted to a wise and far-seeing Congress and to the splendid co-operation that the financial institutions of the country have given us."

SAARIENEN ARCHITECT FOR TANGLE WOOD MUSIC HALL

Eliel Saarienen, internationally renowned architect, and president of Cranbrook Academy of Art since 1932. has been named by the trustees of Berkshire Symphony Festival as architect on a large development at Tangle Wood, a 210 acre estate in the Berkshire Hills of Massachusetts. The estate was given to the Boston Symphony Orchestra as a permanent home for the festival.

Six concerts will be given on the estate this year by the Boston Symphony Orchestra under the direction of this conductor, Serge Koussevitsky.

The development will include among other things a musical pavilion with a seating capacity of 5000 people. It is expected that the work will be completed for next year.

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JULY ISSUE OF "AMERICAN ARCHITECT AND ARCHITECTURE" TO CARRY DETROIT SETCION

Malcolm R. Stirton, member of the Detroit Chapter of the American Institute of Architects and the Michigan Society of Architects, has been chosen editor-in-chief of a section in the July issue of American Architect and Architecture to be devoted to architectural activities in the Detroit area. Stirton who is a graduate of the University of Michigan, College of Architecture, was a winner of the George G. Booth Traveling Fellowship and has the record of an all time high in that department.

He has named as associate editors, Clair W. Ditchy, N. Chester Sorensen, Richard T. Raseman, Talmage C. Hughes, Andrew R. Morison and Alvin E. Harley. The last two are ex-oficio members as presidents of the Michigan Society of Architects and the Detroit Chapter of the American Institute of Architects, respectively.

Mr. Stirton as one of the younger men in the profession is connected with the office of Harley & Ellington, architects and engineers.

The purpose of this plan by American Architect And Architecture is to find out from various metropolitan centers throughout the country what architects desire in their national architectural publications. These local groups are given a free hand to do as they wish in the way of furnishing material and it is expetced that the publication will get an expression from their subscribers as to what kind of material they like best. Similar groups are now working in Boston, Pittsburgh and other cities.

In the case of the local group, Mr. Stirton as eritor-in-chief will represent the younger men who perhaps desire more of the drafting room side, illustating by sketches and perspectives the methods that would be of most use to the draftsmen. He expects to have an article illustrated by diagrammatic sketches from Frederick Crowther, an eminent Detroit water colorist and illustator.

Mr. Ditchy will contribute an article on the small house with photographs of work by Small House Associates, which company he heads.

Mr. Sorensen will represent the school architects, and he will also be responsible for obtaining photographs of work of different kinds from the offices of Detroit architects.

Mr. Raseman will present the work of Cranbrook Academy of Art done by Mr. Eliel Saarienen, president of that institution, together with some of their student work.

Mr. Hughes will act as corresponding secretary and contact man between the local committee and the national publication.

It is expected that Roger Allen, of Grand Rapids, will contribute something in line with his characteristic writings.

It is requested of local architects that they submit photographs and written data on any work which they would like to have published.

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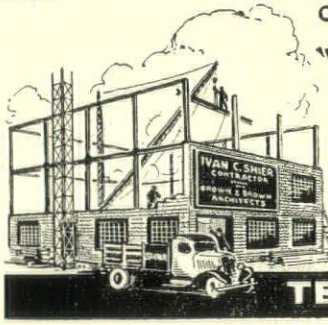
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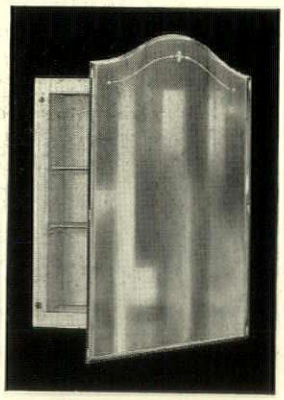
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BIG JUMP NEARS IN HOME RENTALS

Home, apartment and office rentals will be increased 8 to 11 per cent the first of May, a survey of 40 states by Mortgage Bankers Association indicated today.

"Average rent increase for single-family houses for the country as a whole will be 10.9 per cent this spring," the report said, "for apartments 9.2 per cent and for office space 8.2 per cent."

Greatest shortage appeared in the single-family houses, the report said.

Rent increases for the single-family house will average 16.1 per cent in the Southern States, 9 per cent in the East, 8.7 per cent in the West and Mountain States, and 10 per cent in the Middle Western States.

Apartment rentals were expected up an average of 8.3 per cent in the South, 9.1 per cent in the Middle West, 9.7 in the Far West and Mountain States and 10 per cent in the East.

Advance in office rentals will not be so marked, the report said, varying between 11 and 5 per cent.

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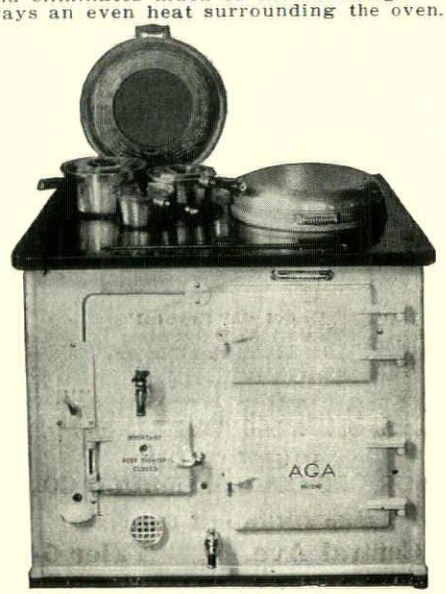

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DETROIT

Secretary of Agriculture Henry Wallace predicts the next crash for 1942, and has sold the same idea to the President, thereby provoking the latter's sensational warning against price inflation and unbalanced recovery. In his latest crystal-gazing effort Secretary Wallace notes that depressions strike about every 10 years.

He recalls that 1919 excesses produced the 1921 crackup, that the 1929 boom produced the 1932 depression, and he suggests that a 1939 loft may be followed by a 1942 thud.

That's the first time that anybody has dared to make a definite date with economic doom. Most ironic feature is that we're not yet out of the last depression before they start talking about the next one.

MR. ICKES' BATHROOM

Last week Secretary of the Interior Ickes moved into his new $13,000,000 Department of the Interior Building, the first major Government edifice planned and built in Washington by the New Deal. Justly proud of his massive limestone masterpiece, which sprawls over two blocks and has twelve wings to insure outside light to every office, he invited Washington new hawks in to view its wonders as soon as soon as he got himself seated in his oak-paneled office. To his chagrin the newshawks decided that the wonder of wonders was his private bathroom with giddy blue tile walls, a tub which they described as "not quite big enough for a swim," a bath mat embroidered with a brown donkey and the confident inscription: "We are here to stay."—Time

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SUKERT SPEAKS IN MUSKEGON

Lancelot Sukert, chief supervising architect, Detroit Insuring Office of the Federal Housing Administration, was a luncheon guest of the Muskegon County Real Estate Board, at their weekly meeting held Monday, April 12.

Mr. Sukert was also the principal speaker at the public home building meeting held Monday evening at the Central campus auditorium under joint sponsorship of the Chamber of Commerce and the Muskegon Building Trades council. During his visit with the realtors, he discussed technical problems confronting building development in Greater Michigan.

SMALL HOME FAVORED

Has Helped Building Revival

That the four or five room cottage type home of under 20,000 cu. ft. and costing from $4,000.00 to $40,000.00 is the principal factor in home building revival of the past few years is pointed out by the Home Building and Home Owning Committee of the United States Building and Loan League.

The national average cost per cubic foot has been between 23c and 24c according to locality, their report states.

An interesting point is that their statement shows little change in the average home built in 1936 from that of 1935. The average cost of such homes they state has increased 5.7%. Figures on the rise in building costs however show that the increase was not spent to provide an additional 1,000 cu, ft. of space. but to provide the same general type of home at a higher cost.

The committee surveyed the Federal Home Loan Bank Board's findings on building costs in sixty-one cities and found that a 5% increase in cubic foot costs was shown in this period, exactly corresponding to the rise in price for the average home built in 1936 as compared with the previous year.

MISSOURI ACTS TO PREVENT AND REMOVE "TWILIGHT" AREAS

The State Legislature of Missouri has passed an act directed against the "twilight" area, a section of a city whose future is in a nebulous state. All of the owners within a given area would be bound by the majority of owners in that section. The act is offered to every community in the country as a model where there is a situation which requires neighborhood improvement associations.

Paul Stark, president, and Herbert U. Nelson, executive secretary, of the National Association of Real Estate Boards, state that it would be an advantage to every community in the country to have an enabling act authorizing neighborhood protection associations to forestall the coming of a "twilight" period, or where they already exist to arrest the development.

Harland Bartholmew, State Law's city planning authority, and consultant to the National Association, assisted Frank Watson of Purdue University's housing experiment in drafting the act.

The plan for neighborhood action would work through the usual machinery of city government and city planning, and so would correlate the neighborhood action and neighborhood planning with the general framework of the city plan. Principal provisions of the suggested enabling act are these:

1. It provides for the definition and bounding of neighborhood areas by the city planning body with the approval of the governing body of the city. Provision also is made for this definition and bounding of an area as a neighborhood by action of a sufficient percentage of the property owners within the area in case the city planning body or the city's governing body fails or refuses to act.

2. It sets forth the machinery for the creation of a neighborhood plan and machinery for the official adoption of the plan. A neighborhood plan as contemplated in the act might provide for zoning or rezoning, improvement and alteration of major and minor streets, creation of parks, playgrounds and public recreational facilities, neighborhood planting and landscaping, location of all public utilities, building restrictions and progressive elimination of non-conforming uses.

3. It provides for appeal to the courts by any property owner who thinks he is adversely affected.

4. It calls for execution of the plan on the same basis as if it were originally adopted by the city in a regular ordinance.

5. It gives legal status to neighborhood associations which may be organized to enable the property owners to deal as a unit with the governing or planning body of the city.

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FLINT'S HOUSING NEEDS ANALYZED

It took but a two-hour inspection trip through the city to tell a nationally-known architect and housing authority what was wrong with Flint—a town that grew up with well-planned, modern industry but neglected its physical development.

This was the message Albert Mayer, technical consultant to the New York City housing authority and New York state housing board and chief architect for the national resettlement administration for the new Greenbrook town in New Jersey, conveyed to members of the housing committee of the Flint Community association and others Saturday afternoon, April 10.

Mr. Mayer came to Flint because he was interested in seeing the town in the west that grew up so rapidly and "does things in a big, thrilling way, even strikes." He was a guest at Cranbrook Academy of Arts, where he came to view the civic plan for Flint.

Acute Housing Shortage

Flint's acute housing shortage and its problem of rehabilitation of the old are not common just to Flint, Mr. Mayer said. The entire nation is facing these things due to lack of construction during the last six years.

"Believe me when I say that the nation will need a million houses a year for the next 10 years. The shortage situation is very serious."

During his tour of the city Mr. Mayer found a decided contrast between the well-planned industrial plants and the shocking conditions of some of the neighborhoods.

"Yours is a town that grew up with modern industry and there is no excuse for its present conditions."

A housing shortage exists, he stated, due to a long building standstill and to an increase of families.

Mr. Mayer found in Flint also considerable substandard housing and suggested a rehabiltation program. Such a condition is so progressive a community should not be allowed to exist, he said.

He noted also in Flint many shacks and derelict, vacant lots purchased for investment during the industrial boom period. These would be done away with by group planning, making use of the spaces in a creative way.

Mr. Mayer recommended that Flint go ahead immediately with its plans for development, starting a housing project on new ground.

Urges Immediate Action

"Make it a completely new development," he said. "Do it reasonably soon. Make it a pattern, an object lesson to guide the public in reshaping Flint itself. Go at this first and then think of a rehabilitation project to replace your old sub-standard housing.

He spoke highly of Flint's co-operative spirit as represented in the Flint Community association and the Flint Institute of Research and Planning.

"Your city is doing things. When you do them, you do them in a big, thrilling way; your industries and, this is not intended to be funny, your strikes. Don't worry because your civic plan is not complete; problems can be met as you go along. Start something in the way of housing on new ground, and start it soon," he concluded.

JOHNS-MANVILLE TO CARRY ON F.H.A. HOUSING PLAN

Will Continue Credit Plan Under Government Principle

Johns-Manville announced recently that it will continue its "Million-Dollar-to-Lend" plan to provide for modernization of buildings and homes on a time payment basis similar to that under the government program which expired March 31.

The plan, which has been operating under the F. H. A., has been somewhat revised because of new conditions, but operates similarly to established routine, according to P. A. Andrews, Johns-Manville vice-president in charge of building materials, who made the announcement. As under the F. H. A., he said, no security will be required, extension of credit being based on various factors such as reputation of applicant, attitude toward obligations, ability to pay, future prospects and past record.

Mr. Andrews also stated that the recently announced J-M deferred payment plan for farm modernization, under which materials are purchased on an annual harvest-payment basis, will be continued with adjustments similar to those made in the monthly payment plan.

These credit services by Johns-Manville carry on an activity inaugurated in 1931, when the company established the first time-payment plan ever offered by a building materials manufacturer ,he said.

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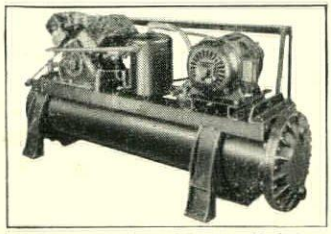

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